

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW#	36.7	32,080
2	FAMILY TIES#	36.5	31,900
3	NFL PLAYOFF GAME-SU(S)	28.4	24,820
4	CHEERS#	28.2	24,650
5	CBS NFC CHAMPIONSHIP GAME(S)	27.5	24,040
6	GOLDEN GIRLS	26.8	23,420
7	CBS NFC CHAMPIONSHIP POST(S)	26.6	23,250
8	MURDER, SHE WROTE	25.9	22,640
9	60 MINUTES	25.2	22,020
10	FIESTA BOWL(S)	24.9	21,760
11	NFL PLAYOFF GAME-SUN.(S)	24.6	21,500
12	NIGHT COURT#	24.4	21,330
13	CBS NFL PLAYOFF GAME-SUN.(S)	24.3	21,240
14	GROWING PAINS	23.0	20,100
15	CBS NFL PLAYOFF GAME-SAT(S)	22.9	20,010
16	WHO'S THE BOSS?	22.8	19,930
17	DALLAS	22.5	19,670
18	MOONLIGHTING	21.5	18,790
19	CBS SUNDAY MOVIE	20.7	18,090
20	AMEN	20.4	17,830
21	NBC SUNDAY NIGHT MOVIE	20.1	17,570
22	NFL PLAYOFF GAME-SAT.(S)	19.9	17,390
23	SPECIAL MOVIE PRESENT.-CBS(S)	19.8	17,310
24	MATLOCK#	19.6	17,130

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW#	29.1	66,030
2	FAMILY TIES#	29.0	65,820
3	CHEERS#	19.4	44,100
4	GOLDEN GIRLS	18.5	42,010
5	NFL PLAYOFF GAME-SU(S)	17.9	40,690
6	GROWING PAINS	17.8	40,470
7	CBS NFC CHAMPIONSHIP POST(S)	17.7	40,250
8	NFL PLAYOFF GAME-SUN.(S)	17.4	39,560
9	WHO'S THE BOSS?	17.3	39,360
10	NIGHT COURT#	17.3	39,210
11	CBS NFC CHAMPIONSHIP GAME(S)	17.1	38,850
12	ALF#	16.9	38,450
13	FIESTA BOWL(S)	16.9	38,280
14	MURDER, SHE WROTE	16.7	37,940
15	60 MINUTES	16.1	36,640
16	HAPPY NEW YEAR,C. BROWN(S)	16.0	36,360
17	CBS NFL PLAYOFF GAME-SUN.(S)	16.0	36,260
18	MOONLIGHTING	15.7	35,710
19	CBS NFL PLAYOFF GAME-SAT(S)	14.6	33,140
20	227	14.2	32,210
21	AMEN	14.1	31,920
22	DISNEY SUNDAY MOVIE	14.0	31,840
23	NFL PLAYOFF POST-SUN.(S)	13.7	31,200
24	NBC SUNDAY NIGHT MOVIE	13.6	30,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW#	33.4	30,330
2	FAMILY TIES#	32.6	29,610
3	GOLDEN GIRLS	23.8	21,590
4	CHEERS#	22.4	20,360
5	MURDER, SHE WROTE	22.0	19,950
6	DALLAS	20.7	18,840
7	NIGHT COURT#	19.6	17,770
8	60 MINUTES	19.6	17,760
9	GROWING PAINS	19.0	17,300
10	CBS SUNDAY MOVIE	18.9	17,180
11	WHO'S THE BOSS?	18.8	17,100
12	227	18.4	16,690
13	MOONLIGHTING	18.3	16,610
14	KNOTS LANDING	17.8	16,210
15	FALCON CREST	17.5	15,910

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL PLAYOFF GAME-SU(S)	28.1	23,000
2	CBS NFC CHAMPIONSHIP GAME(S)	25.9	21,260
3	FIESTA BOWL(S)	25.5	20,880
4	NFL PLAYOFF GAME-SUN.(S)	25.2	20,690
5	CBS NFL PLAYOFF GAME-SUN.(S)	25.1	20,560
6	CBS NFC CHAMPIONSHIP POST(S)	24.5	20,080
7	FAMILY TIES#	24.1	19,720
8	BILL COSBY SHOW#	23.2	19,050
9	CBS NFL PLAYOFF GAME-SAT(S)	21.5	17,600
10	CHEERS#	19.6	16,080
11	NFL PLAYOFF POST-SUN.(S)	19.3	15,830
12	60 MINUTES	19.1	15,620
13	ROSE BOWL GAME(S)	19.0	15,550
14	NIGHT COURT#	17.6	14,450
15	ORANGE BOWL GAME(S)	17.5	14,320
16	MURDER, SHE WROTE	17.4	14,260
17	NFL PLAYOFF GAME-SAT.(S)	17.4	14,230
18	GOLDEN GIRLS	16.0	13,120
19	GROWING PAINS	14.0	11,490
20	WHO'S THE BOSS?	13.5	11,080
21	OUTLAWS	13.3	10,870
22	CBS NFL PLAYOFF POST-SUN.(S)	13.2	10,860
23	ALF#	13.2	10,840
24	MOONLIGHTING	13.1	10,750

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	NBC SUNDAY NIGHT MOVIE	13.0	10,690
26	COTTON BOWL GAME(S)	13.0	10,650
27	AMEN	12.6	10,340
28	MATLOCK#	12.3	10,100

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	34.0	19,520
2	BILL COSBY SHOW#	33.8	19,380
3	CHEERS#	25.4	14,570
4	GROWING PAINS	21.8	12,490
5	NIGHT COURT#	21.3	12,220
6	MOONLIGHTING	21.3	12,210
7	WHO'S THE BOSS?	20.2	11,600
8	GOLDEN GIRLS	18.6	10,660
9	KNOTS LANDING	18.5	10,640
10	SPECIAL MOVIE PRESNT.-CBS(S)	18.1	10,410
11	DALLAS	17.2	9,880
12	KATE & ALLIE	16.8	9,630
13	CBS SUNDAY MOVIE	16.7	9,570
14	HAPPY NEW YEAR,C. BROWN(S)	16.5	9,480
15	ALF#	15.2	8,730
16	MURDER, SHE WROTE	15.1	8,690
17	PERFECT STRANGERS	15.1	8,680

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW#	34.1	9,500
2	GOLDEN GIRLS	34.0	9,480
3	MURDER, SHE WROTE	32.8	9,160
4	60 MINUTES	31.6	8,810
5	FAMILY TIES#	30.5	8,520
6	DALLAS	27.7	7,730
7	227	24.3	6,780
8	AMEN	24.2	6,760
9	MATLOCK#	23.4	6,520
10	CBS NFC CHAMPIONSHIP POST(S)	23.1	6,430
10	FALCON CREST	23.1	6,430
12	HIGHWAY TO HEAVEN#	22.8	6,360
13	CBS SUNDAY MOVIE	22.0	6,140
14	FACTS OF LIFE	20.2	5,620
15	KATE & ALLIE	19.1	5,320
16	CBS TUESDAY MOVIE	18.9	5,280

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 11, 1987

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES#	27.4	15,270
2	CBS NFL PLAYOFF GAME-SUN.(S)	25.6	14,260
3	NFL PLAYOFF GAME-SU(S)	24.7	13,810
4	NFL PLAYOFF GAME-SUN.(S)	24.6	13,720
5	BILL COSBY SHOW#	24.3	13,540
6	CBS NFC CHAMPIONSHIP GAME(S)	22.9	12,780
7	FIESTA BOWL(S)	22.1	12,320
8	CHEERS#	21.8	12,170
9	CBS NFC CHAMPIONSHIP POST(S)	21.3	11,870
10	CBS NFL PLAYOFF GAME-SAT(S)	19.8	11,070
11	NFL PLAYOFF POST-SUN.(S)	19.7	10,990
12	NIGHT COURT#	19.1	10,670
13	ROSE BOWL GAME(S)	17.5	9,750
14	GROWING PAINS	16.4	9,170
15	ORANGE BOWL GAME(S)	16.4	9,150
16	ALF#	15.2	8,460
17	MOONLIGHTING	15.1	8,420
17	WHO'S THE BOSS?	15.1	8,420
19	NFL PLAYOFF GAME-SAT.(S)	15.0	8,390
20	AMAZING STORIES#	13.9	7,760
21	60 MINUTES	13.8	7,700
22	SPECIAL MOVIE PRESENT.-CBS(S)	13.5	7,550
23	CBS NFL PLAYOFF POST-SUN.(S)	13.4	7,470
24	NBC SUNDAY NIGHT MOVIE	12.9	7,180

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FIESTA BOWL(S)	32.7	6,860
2	60 MINUTES	32.6	6,840
3	NFL PLAYOFF GAME-SU(S)	32.1	6,740
4	CBS NFC CHAMPIONSHIP POST(S)	31.9	6,700
5	MURDER, SHE WROTE	29.8	6,250
6	CBS NFC CHAMPIONSHIP GAME(S)	29.5	6,190
7	NFL PLAYOFF GAME-SUN.(S)	27.3	5,740
8	CBS NFL PLAYOFF GAME-SUN.(S)	25.5	5,350
9	CBS NFL PLAYOFF GAME-SAT(S)	25.4	5,340
10	GOLDEN GIRLS	25.2	5,300
11	NFL PLAYOFF GAME-SAT.(S)	23.8	4,990
12	BILL COSBY SHOW#	22.9	4,810
13	ROSE BOWL GAME(S)	22.4	4,710
14	MATLOCK#	21.5	4,520
15	ORANGE BOWL GAME(S)	20.8	4,370
16	FAMILY TIES#	18.9	3,960
17	AMEN	18.5	3,880
18	OUTLAWS	18.3	3,840
19	COTTON BOWL GAME(S)	18.1	3,800
20	SIMON & SIMON#	17.8	3,740
21	NBC NIGHTLY NEWS	17.7	3,710
22	NFL PLAYOFF POST-SUN.(S)	17.6	3,700
22	227	17.6	3,700
24	HIGHWAY TO HEAVEN#	17.1	3,600

CONT'D

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	GOLDEN GIRLS	12.8	7,160
26	SAT NIGHT'S MAIN EVENT 8(S)	12.7	7,080
27	ABC SUNDAY NIGHT MOVIE	12.5	6,970
28	HAPPY NEW YEAR,C. BROWN(S)	12.3	6,880
29	MURDER, SHE WROTE	12.3	6,840
30	DISNEY SUNDAY MOVIE	11.8	6,580

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	CBS SUNDAY MOVIE	16.8	3,520
26	DALLAS	16.5	3,470
27	HUNTER	15.6	3,280

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING																																	
A TEAM SPECIAL TUE(S)						201			A 12.7	20	1110	2016	727	293	788	228^	437	464	356	290	752	198^	436	391	387	284	220^	156^	256	209^			
1 TUE.		8.00P	60	NBC	A	96			A 12.4	19	1084	2041	738	303	793	222^	434	476	369	287	757	198^	438	392	398	284	208^	152^	283	216^			
		8.00 - 8.30							A 13.0	20	1136	1986	712	280	777	231^	435	449	343	290	745	193^	427	389	377	286	238^	161^	226^	200^			
ABC BUSINESS BRIEF-MON						1	189		A 11.0	15	961	1951	782	330	802	168^	457	470	480	289^	705	178^	387	340	400	283^	197^	88^	247^	195^			
2 MON.		8.58P	1	ABC	N	93			B 11.0	15	961	1951	782	330	802	168	457	470	480	289	705	178	387	340	400	283	197	88	247	195			
ABC BUSINESS BRIEF-WED						10	178	183	A 13.9	23	1215	2063	830	353	881	322	568	541	413	245	586	256	405	342	252	126	159	93^	437	330			
WED.		8.58P	1	ABC	N	86	89		B 13.7	21	1197	1898	786	334	846	340	558	513	376	231	562	243	400	338	243	139	193	103	297	225			
ABC BUSINESS BRIEF-FRI						9	179	183	A 12.7	19	1110	2046	697	317	798	254	440	481	376	286	454	172	305	320	206	110^	150	33^	644	433			
1 FRI.		8.42P	2	ABC	N	88	88		B 11.6	19	1014	1942	717	317	829	257	459	455	367	314	433	132	253	260	200	145	148	76	532	339			
2 FRI.		8.42P	1																														
ABC MONDAY NIGHT MOVIE						2	178	210	A 13.0	21	1136	1559	813	321	879	249	510	493	452	335	461	93^	232	248	245	195	118^	52^	101^	77^			
MON.		9.00P	120	ABC	FF	93	99		B 13.0	21	1136	1559	813	321	879	249	510	493	452	335	461	93	232	248	245	195	118	52	101	77			
		9.00 - 9.30							A 12.1	18	1058	1564	763	290	829	216	457	455	433	332	513	94^	261	267	287	224	121^	63^	101^	79^			
		9.30 - 10.00							A 12.5	19	1093	1523	782	305	843	218	465	472	457	328	441	82^	211	232	250	191	137	64^	102^	80^			
		10.00 - 10.30							A 13.7	22	1197	1581	828	349	898	259	534	510	455	339	455	101^	240	252	231	185	118^	50^	110^	82^			
		10.30 - 11.00							A 13.4	23	1171	1589	880	335	948	295	580	539	474	346	448	102^	227	245	219	186	103^	39^	90^	65^			
ABC NEWSBRIEF-MON						12	158	183	A 10.5	16	918	1538	773	304	849	206	477	492	476	323	437	79^	212	232	253	191	148^	74^	104^	86^			
MON.		9.54P	1	ABC	N	86	91		B 11.4	18	996	1715	636	285	712	197	398	401	345	266	698	182	396	400	372	250	144	57	161	118			
ABC NEWSBRIEF-TUE						12	178	183	A 16.1	25	1407	1850	744	434	851	363	639	599	416	157	553	248	431	386	257	104	221	124	225	162			
TUE.		9.58P	1	ABC	N	89	90		B 15.1	23	1320	1730	768	373	855	370	614	554	391	192	588	270	424	375	240	130	161	85	126	89			
ABC NEWSBRIEF-WED						12	177	182	A 12.5	21	1093	1780	849	403	925	388	599	577	395	256	491	182	322	313	224	144	122^	65^	242	178			
WED.		9.58P	1	ABC	N	89	90		B 13.2	21	1154	1595	830	377	914	327	536	509	402	311	480	165	272	265	215	175	83	47	118	87			
ABC NEWSBRIEF-THU						11	186	174	A 9.4	14	822	1571	719	354	850	272	424	409	371	350	454	118^	270	276	243	151^	159^	46^	108^	65^			
THU.		9.58P	1	ABC	N	90	88		B 9.3	14	813	1624	781	336	918	293	458	437	394	370	529	179	284	266	232	190	78	31	99	71			
ABC NEWSBRIEF-FRI						11	174	176	A 7.9	12	690	2149	587	410	718	221	470	475	393	181^	509	176^	348	391	275	107^	301	134^	621	517			
FRI.		9.58P	1	ABC	N	89	89		B 7.7	12	673	1881	655	352	737	222	438	434	388	252	574	194	370	368	280	172	206	102	364	287			
ABC NEWSBRIEF-SAT.						12	190	179	A 7.6	12	664	2322	762	334	915	416	650	515	369	221	681	367	544	474	240	130^	246	184^	480	339			
SAT.		8.58P	1	ABC	N	94	91		B 7.5	13	656	1772	697	292	831	316	493	409	349	287	535	179	317	306	260	190	148	87	258	191			
ABC NEWSBRIEF-SUN.						11	189	188	A 13.4	19	1171	1767	611	301	752	316	510	484	366	175	667	263	489	472	327	134	159	68^	189	136			
1 SUN.		9.50P	2	ABC	N	93	92		B 13.8	21	1206	1796	660	304	759	260	461	461	377	228	699	275	494	454	320	171	166	78	172	129			
2 SUN.		9.52P	1																														
ABC SPORTS UPDATE-SAT						11	185	180	A 8.7	14	760	1676	716	288	793	260	476	439	391	250	571	167^	378	337	337	167^	143^	89^	169^	93^			
SAT.		9.58P	1	ABC	SN	92	91		B 7.1	12	621	1847	675	282	761	269	439	430	324	265	538	179	338	317	261	176	172	108	376	260			
ABC SPORTS UPDATE-SUN						12	195	193	A 14.2	20	1241	2430	802	429	875	337	578	578	431	183	685	294	508	476	314	155	304	115	566	371			
1 SUN.		8.58P	1	ABC	SN	93	93		B 12.1	18	1058	2201	711	319	797	306	507	502	372	211	660	260	473	446	306	163	227	97	517	338			
2 SUN.		8.57P	2																														
ABC SUNDAY NIGHT MOVIE						11	211	209	A 15.1	22	1320	1745	590	316	721	318	492	466	333	157	719	301	529	480	333	151	155	63^	150	104^			
1 SUN.		9.00P	115	ABC	FF	99	99		B 16.3	25	1425	1740	684	316	774	276	483	465	378	226	698	276	492	454	333	168	135	60	133	87			
2 SUN.		9.00P	120																														
		9.00 - 9.30							A 14.6	21	1276	1868	637	337	751	308	521	497	375	155	749	305	553	515	360	155	172	68^	196	127			
		9.30 - 10.00							A 15.4	22	1346	1805	604	315	726	303	477	469	349	170	733	298	532	489	352	157	177	69^	169	119			
		10.00 - 10.30							A 15.0	22	1311	1695	570	313	716	326	490	456	320	158	709	302	524	465	319	151	142	63^	128	94^			
		10.30 - 11.00							A 15.2	24	1328	1648	552	312	702	338	489	450	296	147	702	302	514	461	309	152	139	60^	105^	79^			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #		DAY		START TIME		DUR		NET TYPE		WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																			
ABC WORLD NEWS TONIGHT										58	210	210	A	11.1	19	970	1562	719	298	778	172	333	399	400	340	662	141	316	344	351	284	55^	36^	67^	37^
1 MTUWF 6.30P 30 ABC N										99	99		B	10.7	20	935	1481	673	252	730	153	299	347	345	352	622	129	290	312	327	280	54	30	75	42
2 M-F 6.30P 30																																			
ABC WRLD NEWS TONIGHT-SAT SAT. 6.30P 30 ABC N										4	184	185	A	9.7	17	848	1593	697	227	749	110^	281	345	344	404	649	147^	325	326	323	281	30^	8^	165^	105^
SAT. 6.30P 30 ABC N										95	95		B	8.4	15	734	1579	716	213	771	122	278	316	314	442	630	123	287	297	303	302	76	16	102	64
ABC WRLD NEWS TONIGHT-SUN SUN. 6.30P 30 ABC N										11	158	158	A	8.3	13	725	1553	668	175^	694	101^	220	230	230	438	697	199	327	304	248	340	119^	100^	43^	LT
SUN. 6.30P 30 ABC N										83	83		B	7.4	13	647	1493	689	204	736	133	255	266	265	436	608	148	279	257	240	318	66	41	83	49
ABC WORLD NEWS TONIGHT(B) 1 THU. 7.07P 23 ABC N										61			A	1.6	3	140	1129^	386^	LT	450^	LT	50^	50^	271^	400^	679^	200^	401^	401^	279^	278^	LT	LT	LT	LT
ALF 1 MON. 8.00P 30 NBC CS										11	190		A	15.3	24	1337	2876	780	484	921	509	653	601	279	202^	811	339	632	541	417	141^	285	187^	859	618
1 MON. 8.00P 30 NBC CS										96			B	15.7	23	1372	2185	716	345	811	363	546	465	310	219	599	247	444	397	288	123	247	114	528	371
AMAZING STORIES 1 MON. 8.30P 30 NBC GD										10	190		A	12.8	20	1119	2658	759	491	901	374	616	598	407	189^	867	349	694	601	475	130^	258	155^	632	550
1 MON. 8.30P 30 NBC GD										95			B	14.1	21	1232	2076	738	378	862	368	594	507	367	220	625	256	463	422	305	128	228	100	361	269
AMEN SAT. 9.30P 30 NBC CS										11	210	204	A	20.4	32	1783	1790	803	311	890	267	449	406	354	380	580	215	336	272	222	219	165	99	155	128
SAT. 9.30P 30 NBC CS										99	99		B	20.1	34	1757	1769	814	312	900	282	462	439	384	376	518	152	270	255	228	219	141	89	210	169
BILL COSBY SHOW 2 THU. 8.00P 30 NBC CS										12	216		A	36.7	54	3208	2058	824	376	945	369	603	504	362	297	595	278	422	335	234	151	165	97	353	236
2 THU. 8.00P 30 NBC CS										99			B	34.8	53	3042	2082	818	365	930	354	589	518	402	281	606	242	402	356	264	173	203	111	343	233
CAGNEY & LACEY										9	189		A	12.7	21	1110	1453	673	348	838	286	415	419	353	333	426	150^	231^	257	226^	169^	78^	21^	111^	58^
1 MON. 10.00P 60 CBS OP										97			B	15.7	26	1372	1402	747	330	842	230	443	437	410	337	456	143	274	262	244	157	50	24	54	37
10.00 - 10.30													A	12.9	21	1127	1478	705	368	864	322	445	425	344	325	417	149^	241^	263	219^	154^	53^	17^	144^	69^
10.30 - 11.00													A	12.5	21	1093	1422	638	327	808	248^	384	411	359	341	432	149^	220^	248^	235^	184^	103^	26^	79^	46^
CAVANAUGHS 1 MON. 9.30P 30 CBS CS										4	192		A	14.9	24	1302	1616	774	318	855	291	401	398	348	344	498	168^	297	278	226	191^	73^	31^	190^	119^
1 MON. 9.30P 30 CBS CS										98			B	17.3	26	1512	1551	782	339	859	296	462	451	361	318	502	175	322	318	245	158	91	52	99	79
CBS EVENING NEWS-RATHER M-F 6.30P 30 CBS N										65	206	208	A	13.3	23	1162	1515	719	284	796	138	311	338	382	417	597	115	286	284	324	277	65	29^	57^	36^
M-F 6.30P 30 CBS N										99	99		B	11.8	21	1031	1496	678	226	760	129	278	297	348	426	605	138	288	274	299	280	63	26	68	41
CBS EVENING NEWS-SUNDAY 1 SUN. 6.30P 30 CBS N										6	171		A	6.4	10	559	1823	813	290^	868	197^	250^	230^	374^	554	780	276^	365^	390^	269^	368^	LT	LT	175^	32^
1 SUN. 6.30P 30 CBS N										89			B	7.4	13	647	1485	706	199	740	119	223	240	306	457	631	154	270	273	269	333	36	9	78	35
CBS SAT. NEWS-SCHIEFFER 2 SAT. 6.30P 30 CBS N										6	168		A	9.4	17	822	1389	636	186^	678	162^	207^	282^	208^	396	628	75^	252^	275^	357	323^	LT	LT	83^	43^
2 SAT. 6.30P 30 CBS N										88			B	8.0	16	699	1438	642	161	688	87	181	236	281	441	617	110	227	245	283	339	60	34	73	46
CBS SATURDAY MOVIE SAT. 9.00P 120 CBS FF										8	199	195	A	14.7	24	1285	1725	771	358	878	259	517	559	434	281	657	127	397	450	466	195	49^	35^	141	106^
SAT. 9.00P 120 CBS FF										98	97		B	11.3	19	988	1624	713	280	783	186	413	440	428	299	652	148	361	395	401	226	86	39	103	73
9.00 - 9.30													A	13.6	21	1189	1722	764	345	856	225	479	534	441	296	685	105^	394	458	511	218	40^	23^	141	89^
9.30 - 10.00													A	15.1	24	1320	1701	777	347	893	252	522	561	444	289	657	106^	376	437	483	210	26^	26^	125	81^
10.00 - 10.30													A	15.3	26	1337	1707	769	368	863	271	510	549	413	273	642	146	399	444	432	183	63^	47^	139	121
10.30 - 11.00													A	14.8	26	1294	1755	774	372	895	286	556	590	437	263	646	153	414	455	435	175	60^	41^	154	136
CBS SUNDAY MOVIE 1 SUN. 9.00P 120 CBS FF										11	207	207	A	20.7	32	1809	1559	832	392	949	304	529	522	441	338	485	130	247	257	244	195	63^	41^	62^	40^
1 SUN. 9.00P 120 CBS FF										99	99		B	18.8	30	1643	1504	788	314	878	233	439	451	423	364	513	121	259	277	268	213	56	32	57	37
2 SUN. 9.33P 120																																			
9.00 - 9.30													A	24.5	35	2141	1605	840	422	1006	321	560	539	468	356	471	123^	213	225	231	211	51^	36^	77^	44^
9.30 - 10.00													A	21.0	30	1835	1601	838	409	959	306	538	525	444	344	496	130	250	266	258	198	66^	45^	80	54^
10.00 - 10.30													A	20.5	30	1792	1568	844	390	955	299	530	527	443	342	490	139	252	265	246	188	73^	46^	50^	31^
10.30 - 11.00													A	20.2	32	1765	1525	843	382	953	307	528	531	439	337	474	131	252	254	234	186	57^	37^	41^	24^
11.00 - 11.30													A	18.3	33	1599	1445	755	338	836	279	475	466	398	300	475	114^	251	263	244	192	58^	37^	76^	54^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1987 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES						MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11		
EVENING CONT'D																															
CBS TUESDAY MOVIE						12	198	207	A	16.9	27	1477	1668	844	303	926	270	495	472	450	357	534	130	304	302	297	195	95^	54^	113	78^
TUE. 9.00P 120 CBS FF						95	99	B	15.6	25	1363	1538	763	272	854	226	439	424	426	354	521	144	280	276	269	201	85	34	78	56	
9.00 - 9.30								A	15.3	23	1337	1680	837	290	902	255	475	459	444	354	531	138	311	304	293	186	101^	56^	146	89^	
9.30 - 10.00								A	16.0	24	1398	1665	861	298	941	257	483	475	464	378	508	112	277	275	293	195	95^	52^	121	84^	
10.00 - 10.30								A	18.2	30	1591	1632	848	312	936	281	506	471	447	358	514	125	292	292	278	186	88	49^	94	68^	
10.30 - 11.00								A	18.2	33	1591	1681	832	307	921	283	511	479	443	339	568	138	326	332	321	206	93	54^	99	70^	
CHEERS						11			A	28.2	41	2465	1789	698	371	825	363	591	482	337	184	653	292	494	424	304	128	125	70^	186	116
2 THU. 9.00P 30 NBC CS							206	99	B	27.9	42	2438	1857	764	375	858	353	577	518	377	223	665	299	494	448	299	135	158	86	176	118
COLBYS						11	206	202	A	12.0	18	1049	1580	792	361	904	284	444	440	410	365	441	133^	266	275	229	142	117^	48^	118^	71^
THU. 9.00P 60 ABC GD						99	98	B	10.8	16	944	1592	808	325	946	307	495	492	411	355	465	162	276	251	220	153	86	45	95	68	
9.00 - 9.30								A	11.4	17	996	1601	814	361	908	280	434	432	410	383	441	125^	268	271	236	144	112^	47^	140^	89^	
9.30 - 10.00								A	12.7	19	1110	1534	762	353	891	286	447	442	404	345	429	135	258	272	216	139	119^	47^	95^	53^	
CRIME STORY						3			A	13.6	22	1189	1581	638	286	714	281	460	463	338	196^	731	201^	476	474	425	200^	50^	31^	86^	72^
2 FRI. 10.00P 60 NBC OP							203	99	B	14.0	24	1224	1622	673	298	756	307	494	441	345	209	681	203	440	419	368	202	65	26	120	82
10.00 - 10.30								A	13.4	22	1171	1598	630	297	703	276	445	451	336	198^	725	216^	467	457	410	203^	55^	36^	115^	100^	
10.30 - 11.00								A	13.8	23	1206	1558	647	273	726	288	472	475	340	195^	734	184^	483	491	439	195^	41^	24^	57^	43^	
DADS						3	201		A	11.6	17	1014	1735	532	279	585	134^	285	307	307	253^	467	172^	295	342	213^	125^	144^	17	539	438
1 FRI. 9.00P 30 ABC CS							99	B	9.9	15	865	1753	609	299	696	170	351	393	375	277	517	177	342	347	270	145	123	46	417	301	
DADS						1	202	A	8.0	12	699	1900	574	466	820	363^	592	553	349^	148^	370^	167^	287^	281^	177^	49^	258^	111^	452	296^	
2 FRI. 9.30P 30 ABC CS							99	B	8.0	12	699	1900	574	466	820	363	592	553	349	148	370	167	287	281	177	49	258	111	452	296	
DALLAS						13	205	208	A	22.5	34	1967	1569	869	348	957	279	502	492	409	392	435	132	223	242	180	176	65^	62^	112	67^
FRI. 9.00P 60 CBS GD						99	99	B	22.3	36	1949	1607	856	334	953	261	486	471	421	408	486	141	257	254	228	197	62	37	106	72	
9.00 - 9.30								A	21.5	32	1879	1569	875	337	961	277	495	486	408	403	429	126	212	226	176	182	62^	62^	117	67^	
9.30 - 10.00								A	23.4	36	2045	1572	868	357	957	283	509	495	413	385	438	137	233	255	182	171	67^	62^	110	67^	
DESIGNING WOMEN						4	202		A	16.8	25	1468	1770	741	270	839	319	531	550	393	239	538	170^	340	375	285	145^	135^	48^	258	224
1 THU. 9.30P 30 CBS CS							99	B	12.3	19	1075	1580	747	235	830	262	436	468	375	310	519	143	300	323	255	184	81	32	150	99	
DISNEY SUNDAY MOVIE						13	210	209	A	15.1	22	1320	2412	755	349	840	367	572	509	362	181	658	311	499	451	285	139	270	104^	644	441
SUN. 7.00P 120 ABC FF						99	99	B	13.6	21	1189	2269	698	312	797	334	540	497	349	198	640	268	470	431	288	143	236	107	596	387	
7.00 - 7.30								A	11.9	18	1040	2323	695	277	799	332	518	488	348	179	641	297	471	432	279	144	268	89^	615	418	
7.30 - 8.00								A	14.6	21	1276	2475	786	335	831	378	579	520	339	175	676	322	513	472	297	129	258	85^	710	497	
8.00 - 8.30								A	16.5	24	1442	2390	741	357	825	366	569	485	359	177	647	313	492	439	275	141	268	122	650	442	
8.30 - 9.00								A	17.5	25	1530	2424	778	400	882	383	608	536	392	184	664	308	509	451	286	148	282	110	596	409	
DYNASTY						11	204	211	A	16.1	27	1407	1714	838	384	915	348	573	549	401	270	485	188	327	307	213	134	90^	45^	224	157
WED. 9.00P 60 ABC GD						99	99	B	17.0	26	1486	1613	859	372	960	354	587	536	409	311	440	169	279	256	194	139	94	47	119	83	
9.00 - 9.30								A	15.9	26	1390	1745	842	398	916	350	579	559	398	267	499	202	340	309	210	136	88^	41^	242	167	
9.30 - 10.00								A	16.1	27	1407	1701	838	373	921	347	571	548	406	275	476	179	320	308	216	132	95^	52^	209	147	
EASY STREET						5			A	15.2	21	1328	2206	822	373	949	360	625	494	432	278	576	174^	404	377	349	146^	340	212	341	251
2 SUN. 8.30P 30 NBC CS							200	96	B	14.7	21	1285	1946	789	321	892	353	569	490	385	273	578	223	389	372	281	152	222	115	254	169
EQUALIZER						11	207	208	A	14.9	27	1302	1872	691	364	786	219	430	427	393	268	732	213	459	419	388	242	231	158	123	99^
WED. 10.00P 60 CBS PD						99	99	B	15.7	27	1372	1580	663	265	747	204	406	411	382	276	667	210	425	391	348	210	102	56	64	41	
10.00 - 10.30								A	14.9	27	1302	1888	693	358	783	215	432	428	404	264	734	215	462	428	393	236	243	161	128	98^	
10.30 - 11.00								A	14.9	28	1302	1848	686	366	785	221	427	420	379	273	724	207	451	409	382	247	221	156	118	97^	
FACTS OF LIFE						10	204	201	A	16.5	27	1442	1911	798	311	965	342	495	422	327	390	562	231	321	252	183	211	146	94^	238	166
SAT. 8.00P 30 NBC CS						99	99	B	16.5	29	1442	1869	778	325	895	284	480	432	357	358	495	170	284	252	213	185	169	105	310	229	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
HOTEL-CONT'D																																	
WED. 10.00P 60 ABC GD 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
HUNTER																																	
SAT. 10.00P 60 NBC OP 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
JACK & MIKE																																	
TUE. 10.00P 60 ABC A 95 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
KATE & ALLIE																																	
MON. 8.00P 30 CBS CS 98 99																																	
B 18.6 28 1626																																	
KNOTS LANDING																																	
THU. 10.00P 60 CBS GD 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
L.A. LAW																																	
4 208																																	
A 17.0 27 1486																																	
2 THU. 10.00P 60 NBC GD 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
MACGYVER																																	
2 MON. 8.00P 60 ABC A 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
MAGNUM, P.I.																																	
WED. 9.00P 60 CBS PD 99 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
MATLOCK																																	
2 TUE. 8.00P 60 NBC GD 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
MIAMI VICE																																	
2 FRI. 9.00P 60 NBC OP 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
MIKE HAMMER																																	
WED. 8.00P 60 CBS PD 96 97																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
MR. BELVEDERE																																	
FRI. 8.30P 30 ABC CS 98 98																																	
B 13.3 21 1162																																	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLDS AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
MOONLIGHTING					11	203	212		A	21.5	32	1879	1900	748	445	883	384	650	604	406	175	572	271	448	397	253	97	216	128	229	159		
TUE. 9.00P 60 ABC PD					98	99		B	22.6	34	1975	1820	795	403	904	409	666	595	399	182	592	288	459	406	249	102	181	101	143	100			
9.00 - 9.30								A	21.6	33	1888	1925	766	447	894	382	653	613	413	179	583	283	462	404	252	96	217	129	231	159			
9.30 - 10.00								A	21.4	32	1870	1872	734	443	874	386	648	597	400	170	560	260	433	390	249	99	212	124	226	159			
MURDER, SHE WROTE					12	207	207		A	25.9	36	2264	1676	799	319	882	174	384	434	446	406	630	131	303	325	348	275	67	39^	97	60^		
1 SUN. 8.00P 60 CBS SM					99	99		B	25.3	37	2211	1614	805	305	881	168	384	412	434	421	588	125	278	292	306	265	60	33	85	54			
2 SUN. 8.33P 60								A	26.9	39	2351	1693	846	363	921	175	379	472	489	413	644	131	293	345	355	273	51^	24^	77^	49^			
8.00 - 8.30								A	26.2	37	2290	1682	786	306	877	162	362	425	444	411	636	131	299	329	352	280	74	44^	95	63			
8.30 - 9.00								A	24.9	35	2176	1625	761	291	836	190	421	410	402	379	596	122^	310	292	338	271	76^	44^	117^	65^			
9.00 - 9.30																																	
MY SISTER SAM					8	190		A	18.5	29	1617	1878	775	307	887	355	521	470	344	293	458	146^	280	280	214	141^	141^	109^	392	277			
1 MON. 8.30P 30 CBS CS					97			B	18.2	27	1591	1666	772	351	863	294	489	462	375	309	459	157	277	277	215	142	135	90	209	138			
NBC MONDAY NIGHT MOVIES					11	183	199	A	16.6	25	1451	1850	717	337	814	283	534	527	383	228	598	215	385	361	292	161	185	108	253	205			
1 MON. 9.00P 120 NBC FF					95	99		B	19.0	29	1661	1660	799	358	906	322	563	514	410	279	487	168	297	284	236	151	150	87	117	89			
2 MON. 8.00P 120								A	18.6	27	1626	1702	691	308	779	233	434	453	344	292	547	113^	288	291	320	217	125^	84^	251	156^			
8.00 - 8.30								A	19.3	27	1687	1770	698	328	810	267	488	483	366	271	568	148^	318	310	321	193	145^	93^	247	157^			
8.30 - 9.00								A	16.6	25	1451	1872	725	336	833	292	544	552	389	229	595	221	372	352	288	167	175	115	269	215			
9.00 - 9.30								A	17.0	26	1486	1769	690	358	815	286	543	549	396	212	602	214	390	371	306	158	174	107	178	155			
9.30 - 10.00								A	13.7	22	1197	2125	764	333	816	316	629	554	406	164^	707	357	558	470	269	104^	292	126^	310	310			
10.00 - 10.30								A	13.7	23	1197	2043	773	342	815	323	603	545	370	188^	594	284	455	394	224^	102^	283	133^	351	328			
10.30 - 11.00																																	
NBC NEWS DIGEST-M-F																																	
1 M-W 8.58P 1 NBC N					83	77		A	13.8	21	1206	1882	680	329	781	258	450	426	346	271	772	237	478	457	412	232	134	76	195	150			
1 THU. 9.52P 1								B	13.0	20	1136	1854	713	336	827	287	488	430	360	288	625	202	382	363	304	199	160	84	242	165			
1 FRI. 9.46P 2																																	
2 MON. 9.00P 1																																	
2 TU-F 8.58P 1																																	
NBC NEWS DIGEST-2-M-F																																	
1 TUE. 9.58P 1 NBC N					83	86		A	11.1	17	970	1600	630	295	719	232	437	424	336	229	620	219	385	376	285	188	141	72	120	78			
2 TU&TH 9.58P 1								B	12.3	19	1075	1681	748	330	844	288	511	466	393	275	563	202	377	351	279	156	133	64	141	104			
NBC NEWS DIGEST-SAT																																	
SAT. 8.58P 1 NBC N					79	78		A	16.8	26	1468	1811	766	332	910	290	431	362	303	412	589	243	335	200	183	230	101	58^	211	159			
								B	16.3	28	1425	1780	725	318	847	249	425	384	346	370	538	164	278	242	231	228	143	77	252	183			
NBC NEWS DIGEST-2-SAT																																	
2 SAT. 9.58P 1 NBC N					87			A	14.4	23	1259	1713	735	360	839	240	450	392	380	329	483	157^	260	227	206^	206^	210^	107^	181^	150^			
								B	15.3	26	1337	1724	765	337	865	232	441	424	386	355	491	134	249	242	222	217	179	113	189	153			
NBC NEWS DIGEST-SUN																																	
2 SUN. 8.58P 1 NBC N					152	78		A	11.5	16	1005	2095	737	330	899	369	610	460	394	256^	586	220^	431	406	322	138^	277	172^	333	268^			
								B	12.3	18	1075	1891	723	316	832	116	524	444	380	263	634	225	409	384	308	188	199	101	226	151			
NBC NEWS DIGEST-2-SUN																																	
1 SUN. 10.01P 1 NBC N					88			A	12.9	19	1127	1744	619	342	695	211^	438	483	436	135^	717	283	525	484	399	159^	219^	89^	113^	92^			
								B	15.6	24	1363	1695	744	306	837	324	548	483	378	235	592	181	380	390	334	168	172	80	94	76			
NBC NEWS HOUR 1(S)																																	
2 TUE. 10.00P 60 NBC DN					99			A	6.4	11	559	1367	640	236^	640	151^	293^	324^	307^	316^	591	174^	359^	336^	324^	215^	45^	LT	91^	47^			
10.00 - 10.30								A	6.7	11	586	1386	658	282^	658	183^	331^	360^	295^	298^	589	210^	357^	346^	293^	200^	40^	LT	99^	48^			
10.30 - 11.00								A	6.0	10	524	1345	626	185^	626	115^	250^	283^	322^	343^	592	134^	359^	324^	357^	233^	47^	LT	80^	44^			
NBC NIGHTLY NEWS-SAT																																	
1 SAT. 6.30P 30 NBC N					92			A	7.6	12	664	1495	799	335^	891	138^	340^	363^	395^	469	545	78^	252^	211^	236^	293^	39^	39^	20^	20^			
								B	10.9	21	953	1423	653	186	720	98	206	250	293	439	600	131	258	268	262	311	39	8	64	42			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.										
EVENING CONT'D																																					
NBC NIGHTLY NEWS-SUN										6	182	A	7.0 11	612	1364	650	184	718	101	286	289	361	413	536	105	294	281	333	224	63	35	47	31				
2 SUN.										6.30P	30	NBC N		93	B	7.0 12	612	1462	697	204	753	130	260	298	348	423	571	123	268	276	277	265	98	49	40	29	
NBC NIGHTLY NEWS										58	200	204	A	12.7 22	1110	1604	681	241	765	162	287	314	354	390	678	165	288	273	302	333	65	39	96	67			
1 MTUWF										6.30P	30	NBC N		97	99	B	11.9 22	1040	1501	681	207	735	142	259	290	327	402	638	140	272	273	279	323	52	31	76	51
2 M-F										6.30P	30																										
NBC SUNDAY NIGHT MOVIE										12	200	201	A	20.1 30	1757	1762	734	348	835	268	484	479	416	261	610	199	409	384	355	162	210	101	107	88			
1 SUN.										9.03P	120	NBC FF		99	99	B	18.0 29	1573	1759	757	325	860	333	556	502	392	242	616	229	420	396	313	155	166	76	117	84
2 SUN.										9.00P	120																										
										9.00 - 9.30						A	18.7 27	1634	1859	750	354	849	288	511	489	420	247	623	210	424	390	359	164	228	103	159	115
										9.30 - 10.00						A	20.6 30	1800	1789	731	338	830	268	476	474	408	260	619	204	413	388	356	168	210	110	130	109
										10.00 - 10.30						A	21.1 32	1844	1712	727	348	830	262	479	479	418	262	591	183	397	378	355	158	206	98	85	77
										10.30 - 11.00						A	20.4 32	1783	1689	734	352	836	259	482	474	422	272	597	196	401	372	345	157	196	88	60	55
NBC WHITE PAPER(S)											204		A	9.2 15	804	1604	750	356	842	274	472	513	387	255	614	133	386	414	407	173	86	42	62	51			
2 MON.										10.00P	60	NBC DN		99																							
										10.00 - 10.30						A	9.7 15	848	1586	731	378	842	297	484	522	363	247	604	141	384	402	389	177	80	48	60	50
										10.30 - 11.00						A	8.7 15	760	1611	768	326	838	248	453	504	411	263	621	121	385	425	427	168	90	36	62	51
NEWHART										11	190	207	A	18.9 28	1652	1662	755	344	881	347	517	470	346	283	462	180	321	301	206	134	85	54	234	131			
1 MON.										9.00P	30	CBS CS		97	99	B	19.8 29	1731	1682	796	361	890	313	518	484	384	308	528	203	362	329	248	145	113	64	151	100
2 MON.										8.30P	30																										
NEWSBREAK-M-F										65	164	167	A	13.1 20	1145	1706	819	341	920	294	500	467	407	352	539	159	307	286	270	203	102	65	145	100			
1 MTHF										9.58P	1	CBS N		77	77	B	12.4 19	1084	1603	787	312	881	256	458	431	403	368	527	154	292	273	259	206	91	44	104	75
1 TUE.										9.52P	1																										
2 MON.										9.50P	1																										
2 TUE.										9.47P	2																										
2 W-F										9.58P	1																										
NEWSBREAK-SAT.										13	167	165	A	11.3 19	988	1594	746	341	829	206	455	518	421	296	601	118	374	402	414	185	39	32	125	84			
1 SAT.										10.01P	1	CBS N		78	78	B	8.6 15	752	1645	709	293	789	194	427	436	408	306	646	174	377	389	351	218	90	37	120	85
2 SAT.										9.53P	1																										
NEWSBREAK-SUN.										13	172	173	A	15.9 24	1390	1565	820	417	951	313	529	502	429	352	498	154	266	258	217	191	76	71	40	34			
1 SUN.										9.53P	1	CBS N		80	80	B	15.2 23	1328	1530	795	322	894	247	452	448	413	375	515	139	269	274	254	214	60	37	61	45
2 SUN.										10.31P	1																										
NIGHT COURT										10	203		A	24.4 36	2133	1838	708	408	833	339	572	496	371	193	677	284	500	421	341	138	143	81	185	134			
2 THU.										9.30P	30	NBC CS		99		B	25.1 38	2194	1798	766	366	854	331	570	525	399	223	656	289	489	441	313	135	152	85	136	97
1986										8	181		A	12.1 21	1058	1758	757	322	858	255	480	485	397	296	629	193	329	359	259	251	136	80	135	128			
1 TUE.										10.00P	60	NBC DN		96		B	10.6 18	926	1578	714	304	780	212	409	419	399	299	666	199	407	396	333	218	79	43	53	44
										10.00 - 10.30						A	12.2 21	1066	1858	747	315	868	249	478	478	398	303	678	215	372	383	290	256	147	84	165	148
										10.30 - 11.00						A	12.0 22	1049	1649	767	330	846	264	482	492	392	285	576	169	282	330	224	246	122	73	105	105
ORANGE BOWL GAME(S)										213			A	16.0 25	1398	1896	575	343	652	216	366	354	294	239	1024	301	654	537	548	313	107	29	113	111			
1 THU.										8.23P	197	NBC SE		99																							
										8.00 - 8.30						A	19.3 29	1687	1917	556	328	638	224	333	328	247	243	1099	336	702	556	565	340	83	20	97	97
										8.30 - 9.00						A	19.2 28	1678	1911	556	322	628	202	324	316	252	244	1079	330	688	525	547	340	76	20	128	128
										9.00 - 9.30						A	18.3 27	1599	2070	683	389	764	250	418	428	336	274	1122	337	747	569	588	328	67	11	117	117
										9.30 - 10.00						A	17.3 25	1512	2081	659	387	750	248	402	412	316	275	1105	362	737	574	572	306	110	50	116	116
										10.00 - 10.30						A	17.2 26	1503	1933	561	347	646	218	379	369	312	227	1051	311	661	560	566	317	128	43	108	108
										10.30 - 11.00						A	14.4 23	1259	1757	491	312	557	206	350	301	263	196	981	269	600	547	543	311	130	30	89	89
CONT'D																																					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														</

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																				
LATE FRINGE CONT'D																																																
CBS NEWS NIGHTWATCH-CONT'D																																																
1	MTUHS	2.00A	30	CBS	N	50	49	B	1.1	11	96	545	271	143	343	70	167	151	218	160	187	LT	124	112	115	60	LT	LT	LT	LT																		
2	M-THSU	2.00A	30																																													
CBS NEWS NIGHTWATCH-2																			64	75	73	A	1.5	18	131	107v	77v	54v	77v	54v	77v	77v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
1	MTUHS	2.30A	30	CBS	N	66	66	B	1.3	16	114	478	219	62	265	76	121	126	120	129	191	LT	119	117	129	60	LT	LT	LT	LT																		
2	M-THSU	2.30A	30																																													
CBS NEWS NIGHTWATCH-3																			64	93	92	A	1.2	20	105	171^	77v	LT	105v	LT	LT	LT	LT	48v	66v	LT	LT	LT	LT	LT	66v	LT	LT	LT	LT	LT	LT	
1	MTUHS	3.00A	180	CBS	N	78	78	B	1.1	20	96	500	212	89	270	60	87	94	95	159	211	59	91	88	79	117	LT	LT	LT	LT																		
2	M-THSU	3.00A	180																																													
		3.00 - 3.30						A	1.6	22	140	71v	LT	LT	LT	LT	LT	LT	LT	49v	LT	LT	LT	LT	49v	LT	LT	LT	LT																			
		3.30 - 4.00						A	1.4	22	122	57v	LT	LT	LT	LT	LT	LT	LT	57v	LT	LT	LT	LT	57v	LT	LT	LT	LT																			
		4.00 - 4.30						A	1.2	21	105	67v	LT	LT	LT	LT	LT	LT	LT	67v	LT	LT	LT	LT	67v	LT	LT	LT	LT																			
		4.30 - 5.00						A	1.1	21	96	250^	84v	LT	177v	94v	94v	83v	83v	73v	LT	LT	LT	LT	73v	LT	LT	LT	LT																			
		5.00 - 5.30						A	1.0	19	87	287^	196v	LT	196v	LT	LT	92v	92v	91v	LT	LT	LT	LT	91v	LT	LT	LT	LT																			
		5.30 - 6.00						A	1.0	18	87	391^	265^	58v	299^	58v	58v	58v	LT	241^	92v	LT	LT	LT	92v	LT	LT	LT	LT																			
CBS SUNDAY NEWS-OSGOOD																			12	119	116	A	5.5	13	481	1393	860	445	1014	431	571	542	386	345	344	69v	152^	128^	154^	192^	35v	35v	LT	LT	LT	LT		
1	SUN.	11.00P	15	CBS	N	66	66	B	5.0	11	437	1315	712	229	774	225	366	356	310	361	493	128	254	254	240	226	30	15	18	LT																		
2	SUN.	11.33P	15																																													
DAVID LETTERMAN I																			48	201	204	A	4.6	20	402	1510	432	198	634	247	427	395	289	168^	637	365	537	323	222	88^	125^	43v	114^	113^				
1	M-W	12.30A	30	NBC	GV	99	99	B	4.3	21	376	1295	485	225	645	271	407	309	265	179	566	271	439	342	247	96	52	16	32	25																		
1	THU.	1.11A	30																																													
2	M-TH	12.30A	30																																													
DAVID LETTERMAN II																			48	202	204	A	3.8	21	332	1340	382	187^	568	225	406	380	248	140^	560	347	467	262	180^	63^	109^	15v	103^	103^				
1	M-W	1.00A	30	NBC	GV	99	99	B	3.4	21	297	1186	424	194	579	248	372	290	231	154	523	263	411	297	221	83	48	LT	36	28																		
1	THU.	1.41A	30																																													
2	M-TH	1.00A	30																																													
DICK CAVETT-THU(S)																			115			A	1.2	6	105	886^	552v	248v	714^	257v	400v	343v	353v	305v	105v	LT	96v	96v	77v	LT	67v	67v	LT	LT				
1	THU.	12.31A	59	ABC	CC	66																																										
		12.30 - 1.00						A	1.4	6	122	1000^	778^	246v	950^	327v	581v	606^	435v	344v	50v	LT	LT	LT	50v	LT	LT	LT	LT																			
		1.00 - 1.30						A	.9	5	79	835v	292v	292v	469v	178v	178v	LT	291v	291v	202v	63v	202v	202v	139v	LT	164v	164v	LT	LT																		
DICK CAVETT-TUE																			11	108		A	.9	5	79	747v	595v	507v	595v	LT	291v	291v	595v	304v	152v	LT	LT	LT	152v	152v	LT	LT	LT	LT	LT	LT		
1	TUE.	12.31A	59	ABC	CC	63																																										

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE % %		AVG. AUD (0,000)		TOTAL PERSONS (2+)		LADY OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											
																						WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)					
																						18-34 18-49 25-54 35-64 55+		18-34 18-49 25-54 35-64 55+		TOTAL FEM.		TOTAL 6-11					
LATE FRINGE CONT'D																																	
HAPPY NEW YEAR, AMERICA(S)										203																							
1 WED. 11.30P 120 CBS GV										98																							
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
JIMMY BRESLIN'S PEOPLE-FR										12		92																					
1 FRI. 12.01A 59 ABC CC										54																							
12.00 - 12.30																																	
12.30 - 1.00																																	
KEEP ON CRUISING										1		96																					
2 FRI. 11.30P 60 CBS GV										53																							
11.30 - 12.00																																	
12.00 - 12.30																																	
NEW YEAR'S ROCKIN' EVE(S)										209																							
1 WED. 11.30P 60 ABC PC										98																							
11.30 - 12.00																																	
12.00 - 12.30																																	
SAT NIGHT'S MAIN EVENT 8(S)										200																							
1 SAT. 11.30P 84 NBC CV										99																							
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
SATURDAY NIGHT										8		198																					
2 SAT. 11.30P 79 NBC GV										99																							
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
TONIGHT SHOW										60		198		202																			
1 M-W 11.30P 60 NBC GV										98		99																					
1 THU. 12.11A 60																																	
1 FRI. 12.16A 60																																	
2 M-F 11.30P 60																																	
11.30 - 12.00																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)										184																							
2 WED. 4.00P 60 ABC FV										91																							
4.00 - 4.30																																	
4.30 - 5.00																																	
ABC DAYTIME NEWSBRIEF-M-F										58		203		205																			
1 MTUWF 2.58P 1 ABC N										98		98																					
1 THU. 3.28P 1																																	
CONT'D																																	

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
								TOTAL		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																														
COTTON BOWL GAME(S) 208																														
1	THU.	1.30P	229	CBS	SE	99			A 13.6	27	1189	1602	478	197^	541	73^	295	312	356	205^	896	261	521	450	481	321	105^	44^	60^	44^
		1.30 - 2.00							A 14.3	28	1250	1687	475	146^	544	84^	229	241	273	275	933	377	589	439	400	300	119^	33^	91^	45^
		2.00 - 2.30							A 15.2	31	1328	1519	365	123^	447	44^	175^	225	272	213	869	273	484	434	433	321	125^	29^	78^	60^
		2.30 - 3.00							A 16.1	32	1407	1455	368	156^	438	52^	215	256	291	173^	886	231	496	467	477	325	88^	50^	43^	43^
		3.00 - 3.30							A 14.8	30	1294	1524	458	218	523	81^	310	305	355	172^	890	248	519	470	488	308	89^	58^	22^	16^
		3.30 - 4.00							A 12.2	25	1066	1544	497	251^	579	75^	351	366	412	183^	870	244^	496	468	473	303	68^	51^	27^	20^
		4.00 - 4.30							A 12.2	25	1066	1728	568	129^	629	73^	387	403	445	207^	909	238^	532	428	524	334	113^	42^	77^	60^
		4.30 - 5.00							A 12.1	25	1058	1759	573	235^	605	116^	371	364	396	210^	943	239^	552	453	568	349	115^	43^	96^	75^
		5.00 - 5.30							A 11.0	22	961	1734	675	469	712	93^	466	458	541	216^	838	210^	467	421	508	328	129^	39^	55^	43^
COTTON BOWL POST(S) 208																														
1	THU.	5.19P	11	CBS	SC	99			A 7.5	14	656	1620	696	472	718	68^	444	450	538	245^	740	207^	407^	388^	405^	298^	128^	44^	34^	34^
DAYS OF OUR LIVES 58 209 210																														
1	MTWJF	1.00P	60	NBC	DD	99	99		A 8.0	24	699	1688	811	232	942	395	571	439	328	324	372	172	231	120	130	117	218	201	156	87^
2	M-F	1.00P	60						B 7.0	24	612	1486	849	224	973	336	542	462	404	370	357	150	201	127	128	122	93	84	63	31
		1.00 - 1.30							A 7.7	24	673	1679	824	239	956	397	576	435	334	331	371	170	232	118	132	119	213	205	139	78^
		1.30 - 2.00							A 8.3	25	725	1681	796	222	926	392	563	441	319	319	365	173	227	116	126	115	221	199	169	94^
FAME,FORTUNE AND ROMANCE 59 165 160																														
1	MTWJF	11.00A	30	ABC	CC	81	80		A 2.4	9	210	1233	796	281^	824	386	594	519	313^	220^	215^	53^	172^	137^	133^	43^	32^	24^	162^	81^
2	M-F	11.00A	30						B 2.3	10	201	1160	665	191	773	291	483	471	330	245	273	120	191	127	100	80	LT	LT	95	38
FAME,FORTUNE&ROMANCE(B) 132																														
									A 2.9	6	253	1490	383^	68^	383^	142^	142^	142^	174^	241^	519^	290^	447^	447^	229^	72^	292^	91^	296^	214^
FAMILY TIES M-F 49 160																														
1	MTWJF	10.00A	30	NBC	CS	87			A 5.6	20	489	1728	666	10^	695	310	439	316	169^	239^	330	118^	188^	130^	121^	119^	261^	154^	442	307
									B 3.6	15	315	1345	683	110	754	280	428	347	260	290	322	150	222	144	115	96	72	27	197	94
FAMILY TIES M-F (THU)(B) 117																														
1	THU.	10.00A	30	NBC	CS	65			A 4.1	11	358	1584	830	112^	830	442^	624^	518^	277^	159^	442^	114^	253^	307^	193^	135^	134^	50^	178^	178^
FLORIDA CITRUS BOWL(S) 209																														
1	THU.	12.00N	210	ABC	SE	99			A 7.9	16	690	1570	460	309^	467	106^	190^	279^	286^	171^	857	214^	567	531	496	248^	94^	15^	152^	94^
		12.00 - 12.30							A 6.8	13	594	1502	482	298^	482	64^	175^	255^	299^	227^	732	229^	544	562	381^	170^	158^	25^	130^	94^
		12.30 - 1.00							A 7.8	15	682	1413	400^	218^	400^	50^	123^	177^	229^	223^	814	180^	585	621	494	193^	99^	17	100^	73^
		1.00 - 1.30							A 10.2	19	891	1505	431	296^	437	75^	148^	242^	316	160^	837	122^	505	525	535	270^	110^	23^	121^	85^
		1.30 - 2.00							A 8.7	17	760	1489	403	314^	403	71^	146^	230^	291^	157^	870	196^	524	489	508	286^	80^	17^	136^	87^
		2.00 - 2.30							A 7.4	15	647	1700	509	337^	534	162^	260^	354^	304^	156^	899	277^	593	469	472	267^	67^	12^	200^	88^
		2.30 - 3.00							A 6.7	13	586	1703	529	336^	549	147^	241^	371^	320^	157^	872	250^	583	490	493	259^	73^	12^	209^	102^
		3.00 - 3.30							A 7.5	15	656	1758	524	386^	527	207^	276^	378^	247^	130^	984	290^	673	568	568	274^	52^	LT	195^	124^
GENERAL HOSPITAL 54 202 209																														
1	MTWJF	3.00P	60	ABC	DD	98	99		A 8.8	27	769	1410	783	253	888	427	613	546	333	204	229	78^	139	114	92	86^	164	119	129	53^
2	M-F	3.00P	60						B 8.4	28	734	1318	798	229	913	425	610	539	349	226	214	67	119	96	82	91	110	90	81	34
		3.00 - 3.30							A 8.6	27	752	1390	773	246	875	420	601	537	325	206	224	75^	131	107	89^	87^	162	117	129	51^
		3.30 - 4.00							A 9.1	27	795	1396	778	250	883	424	612	546	335	199	226	76^	141	119	93	81^	162	121	125	53^
GOOD MORNING, AMERICA-730 58 209 209																														
M-F		7.30A	30	ABC	N	99	99		A 3.8	21	332	1127	630	259	691	193^	353	386	359	275	295	99^	168^	154^	153^	118^	66^	48^	75^	37^
									B 4.4	22	385	1176	677	232	731	187	391	440	371	267	340	93	100	175	155	145	46	28	59	28
GOOD MORNING, AMERICA-830 59 207 207																														
M-F		8.30A	30	ABC	N	99	99		A 4.1	18	358	1187	732	216	788	238	417	427	354	313	287	50^	134^	106^	148^	145^	39^	30^	73^	36^
									B 4.4	20	385	1177	736	169	782	184	383	407	379	34										

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
															TOTAL	18-34	WOMEN 18-34			35-49	50-64	55+	TOTAL	18-34	MEN 18-34			35-49	50-64	55+	TOTAL FEM.	TOTAL 0-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														TOTAL		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2			AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																		
PRICE IS RIGHT 1-CONT'D																																		
1	MTUWF	11.00A	30	CBS	AP	99	99	B		6.1	26	533	1311	715	165				800	200	339	319	313	412	340	86	161	120	156	165	57	29	114	53
2	M-F	11.00A	30																															
PRICE IS RIGHT 2																																		
1	MTUWF	11.30A	30	CBS	AP	99	99	A		8.3	29	725	1410	658	176				748	213	327	321	268	356	315	72^	109	90^	130	185	132	65^	215	164
2	M-F	11.30A	30					B		7.6	32	664	1283	700	163				785	181	324	309	314	412	341	85	147	104	154	179	56	29	101	47
PUNKY BREWSTER-THU(S)																																		
1	THU.	2.00P	30	NBC	CA	94		A		7.6	16	664	1893	602	220^				716	343^	485	343^	276^	199^	617	396^	481	434	181^	119^	127^	44^	433	306^
ROSE BOWL FOOTBALL PRE(S)																																		
1	THU.	4.30P	20	NBC	SC	99		A		7.3	15	638	1886	621	362^				679	279^	368^	330^	240^	236^	839	411^	651	462	311^	168^	240^	138^	128^	39^
ROSE BOWL GAME(S)																																		
1	THU.	4.50P	213	NBC	SE	99		A		17.7	30	1547	1897	619	308				677	224	376	347	268	248	1005	311	630	545	516	305	109^	42^	106^	68^
		4.30 - 5.00						A		8.0	16	699	1841	640	318^				687	300^	357^	305^	217^	258^	825	385^	582	438	296^	210^	201^	120^	128^	46^
		5.00 - 5.30						A		13.4	26	1171	2036	677	320				733	238	415	388	310	253	1020	381	695	591	468	258	163^	82^	120^	67^
		5.30 - 6.00						A		18.2	34	1591	2002	686	330				730	226	406	380	316	258	1043	339	671	546	526	304	143^	59^	86^	54^
		6.00 - 6.30						A		17.7	31	1547	1833	602	306				660	233	388	343	249	233	986	249	596	540	570	323	94^	30^	93^	49^
		6.30 - 7.00						A		15.7	27	1372	1874	633	302				684	242	399	343	232	251	995	261	600	553	545	320	96^	10^	99^	50^
		7.00 - 7.30						A		18.8	31	1643	1836	571	290				632	187	338	314	256	241	974	293	591	524	505	304	85^	28^	145^	91^
		7.30 - 8.00						A		21.5	34	1879	1833	585	280				642	215	350	328	245	246	996	317	618	550	494	303	106^	57^	89^	62^
		8.00 - 8.30						A		23.3	35	2036	1893	585	331				659	225	348	347	263	244	1045	325	660	530	529	326	80^	27^	109^	100^
RYAN'S HOPE																																		
1	MTUWF	12.00N	30	ABC	DD	84	86	A		3.0	10	262	1172	672	114^				787	349	513	370	247^	259^	180^	54^	92^	72^	76^	77^	98^	68^	107^	69^
2	M-F	12.00N	30					B		2.7	10	236	1219	725	192				837	333	547	478	331	262	236	89	130	109	94	98	45	30	101	30
SALE OF THE CENTURY																																		
1	MTUWF	10.30A	30	NBC	QG	83		A		5.3	18	463	1575	747	58^				769	313	413	361	238^	320	360	133^	214^	143^	128^	140^	158^	106^	288^	223^
								B		3.9	17	341	1246	756	140				830	244	377	312	292	426	290	88	137	90	86	149	33	18	93	42
SALE OF THE CENTURY-TH(B)																																		
1	THU.	10.30A	30	NBC	QG	63		A		4.3	10	376	1630	675^	258^				755	397^	520^	543^	262^	156^	502^	261^	315^	328^	125^	174^	106^	LT	267^	195^
SALE OF THE CENTURY																																		
2	MON.	10.00A	20	NBC	QG	84		A		3.9	16	341	1282	742	179^				883	194^	417	351^	293^	466	323^	LT	97^	97^	138^	226^	20^	17^	56^	LT
		10.27A	3					B		3.9	16	341	1282	742	179				883	194	417	351	293	466	323	LT	97	97	138	226	20	17	56	LT
2	TU-F	10.00A	30																															
SANTA BARBARA																																		
1	MTUWF	3.00P	60	NBC	DD	96	97	A		4.8	15	420	1519	784	171				895	371	520	406	322	328	269	98^	134^	63^	94^	130^	135^	102^	220	129^
2	M-F	3.00P	60					B		4.3	14	376	1360	816	137				889	329	462	382	347	374	242	71	110	69	94	129	104	74	125	73
		3.00 - 3.30						A		4.6	14	402	1542	803	174				922	389	543	422	328	330	288	127^	165^	57^	84^	118^	127^	99^	205	100^
		3.30 - 4.00						A		5.0	15	437	1483	762	160				868	358	494	387	310	325	250	71^	105^	67^	99^	142^	134^	98^	231	155^
SCRABBLE																																		
1	MTUWF	11.30A	30	NBC	QG	96	95	A		5.9	21	516	1415	694	208				797	208	385	351	316	368	318	90^	141	85^	109^	177	149	67^	151	90^
2	M-F	11.30A	30					B		4.7	20	411	1258	726	160				799	176	325	316	317	419	325	73	114	102	129	185	49	28	85	40
SUGAR BOWL(S)																																		
1	THU.	3.30P	217	ABC	SE	99		A		8.6	16	752	1813	615	372				658	254^	361^	399	268^	219^	982	279^	609	582	566	308^	48^	6^	125^	63^
		3.30 - 4.00						A		8.3	17	725	1753	508	333^				524	194^	264^	295^	207^	191^	1046	329^	696	561	591	310^	57^	6^	126^	64^
		4.00 - 4.30						A		9.2	19	804	1682	534	364				544	199^	274^	326^	228^	177^	1041	270^	649	574	618	330^	44^	7^	53^	23^
		4.30 - 5.00						A		9.8	20	857	1651	492	392				550	238^	302^	361	211^	161^	983	288^	610	548	549	309^	33^	LT	85^	47^
CONT'D																																		

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN	
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64														55+						
WEEKDAY DAYTIME CONT'D																														
SUGAR BOWL(S)-CONT'D																														
		5.00 - 5.30						A	8.3	16	725	1726	514	393	594	278	353	380	182	181	974	294	622	615	544	283	24	LT	134	69
		5.30 - 6.00						A	8.0	15	699	1745	617	393	641	236	381	398	262	211	950	239	550	572	582	313	17	LT	137	66
		6.00 - 6.30						A	8.4	15	734	2023	763	352	797	293	433	467	344	290	956	289	580	601	516	305	90	17	180	101
		6.30 - 7.00						A	8.3	14	725	2086	857	393	905	340	521	540	400	302	932	256	573	607	562	296	74	11	175	81
		7.00 - 7.30						A	8.7	15	760	1942	839	312	923	216	369	487	470	381	851	196	472	519	511	289	54	12	114	67
SUPER PASSWORD																														
1	MTUWF	12.00N	30	NBC QG	57	151	159	A	4.2	14	367	1324	732	229	817	232	409	310	351	376	269	87	116	54	68	153	137	65	101	84
2	M-F	12.00N	30		74	77	B	3.5	13	306	1244	727	134	819	162	302	277	337	466	281	69	97	66	103	171	82	39	62	37	
TODAY SHOW-7.30AM																														
	M-F	7.30A	30	NBC N	59	205	205	A	4.5	25	393	1293	700	219	728	143	304	334	316	371	497	136	257	178	229	232	25	LT	43	38
					99	99	B	4.9	25	428	1298	729	233	774	166	384	395	371	334	452	107	225	217	228	192	18	LT	54	44	
TODAY SHOW-8.30AM																														
	M-F	8.30A	30	NBC N	59	205	205	A	5.5	24	481	1220	717	108	732	148	274	281	245	411	396	130	186	149	150	174	29	14	63	43
					99	99	B	5.1	23	446	1222	779	161	811	179	351	346	312	413	350	87	156	141	153	166	14	LT	47	29	
TOURNAMENT-ROSES PARADE(S)																														
1	THU.	11.30A	120	CBS AC	207			A	14.4	28	1259	1998	696	233	822	172	382	358	388	402	691	267	427	328	288	234	102	28	383	193
		11.30 - 12.00						A	13.5	29	1180	1841	698	259	827	128	369	341	434	425	670	195	339	291	311	283	22	LT	322	128
		12.00 - 12.30						A	14.9	29	1302	1854	690	212	803	180	371	348	376	397	632	254	395	278	258	219	82	41	337	148
		12.30 - 1.00						A	15.3	29	1337	2106	698	217	821	191	396	360	384	394	674	269	444	324	281	215	121	43	490	254
		1.00 - 1.30						A	14.0	27	1224	2154	682	241	821	179	384	370	356	388	782	343	524	411	304	224	185	26	366	234
TOURNAMENT-ROSES PARADE-N(S)																														
					199			A	12.4	25	1084	1782	738	228	819	214	369	385	383	377	616	151	319	328	342	256	96	40	251	179
1 THU. 11.00A 150 NBC AC 99																														
		11.00 - 11.30						A	9.9	24	865	1748	719	249	801	229	381	381	348	362	540	115	293	312	264	228	53	11	354	293
		11.30 - 12.00						A	12.2	26	1066	1797	708	265	796	212	356	385	356	368	678	155	349	361	359	297	74	31	249	186
		12.00 - 12.30						A	13.6	26	1189	1823	711	247	825	206	364	385	393	375	619	136	299	320	369	268	91	52	288	202
		12.30 - 1.00						A	13.5	26	1180	1821	781	243	856	235	395	401	400	381	608	160	304	308	348	249	104	50	253	174
		1.00 - 1.30						A	12.8	24	1119	1721	773	152	824	193	356	367	411	409	628	184	349	336	354	239	137	47	132	74
\$25,000 PYRAMID																														
1	MTUWF	10.00A	30	CBS QP	59	177	174	A	3.8	15	332	1196	663	148	753	214	322	263	250	388	235	45	87	78	75	148	36	36	172	114
2	M-F	10.00A	30		91	89	B	3.7	16	323	1145	680	146	761	189	326	295	288	396	273	76	125	104	115	131	22	19	89	36	
WEBSTER M-F																														
	M-F	11.30A	30	ABC C5	10	140	149	A	2.3	8	201	1527	662	258	701	337	516	407	219	170	273	128	223	168	115	50	135	80	418	215
					69	73	B	2.3	8	201	1527	662	258	701	337	516	407	219	170	273	128	223	168	115	50	135	80	418	215	
WHEEL OF FORTUNE																														
1	MTUWF	11.00A	30	NBC QG	57	207	209	A	7.3	27	638	1382	684	118	769	215	356	345	294	361	320	84	131	82	97	189	108	47	185	124
2	M-F	11.00A	30		98	99	B	6.1	26	533	1276	752	139	821	179	323	317	317	444	319	71	113	92	115	188	45	23	91	42	
WORDPLAY																														
1	MTUWF	12.30P	30	NBC QG	9	140	146	A	3.9	13	341	1777	858	243	926	353	497	384	294	382	322	73	137	78	126	185	279	118	250	193
2	M-F	12.30P	30		75	78	B	3.9	13	341	1777	858	243	926	353	497	384	294	382	322	73	137	78	126	185	279	118	250	193	
YOUNG AND THE RESTLESS																														
1	MTUWF	12.30P	60	CBS DD	61	207	207	A	8.3	27	725	1316	781	234	889	308	475	419	322	356	260	82	124	99	103	108	98	48	69	50
2	M-F	12.30P	60		99	99	B	7.8	29	682	1261	803	196	923	285	488	418	377	381	256	70	125	94	105	119	36	22	46	18	
		12.30 - 1.00						A	8.3	28	725	1302	778	238	875	294	462	416	323	356	250	64	107	95	108	114	103	50	74	53
		1.00 - 1.30						A	8.3	26	725	1317	781	232	899	320	487	419	321	355	261	96	136	99	95	99	93	48	64	47
WEEKEND DAYTIME																														
ABC WEEKEND SPECIALS																														
SAT.		12.00N	30	ABC FV	13	181	183	A	4.4	12	385	1670	237	86	359	223	309	223	99	50	212	145	187	166	67	LT	223	223	876	460
					91	91	B	4.0	13	350	1738	370	148	440	245	322	274	151	98	313	148	231	201	108	68	179	129	806	467	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
ABC WIDE WORLD-SPORTS SAT 3 185										A	7.1	16	621	1815	581	274	639	107	416	423	400	216	732	180	489	499	452	213	158	80	286	199	
2 SAT. 4.30P 90 ABC SA 95										B	5.1	12	446	1720	554	256	661	182	394	351	332	245	734	187	444	463	411	252	117	40	208	101	
4.30 - 5.00										A	7.3	17	638	1524	550	264	624	122	354	375	354	249	605	111	359	381	396	224	96	55	199	137	
5.00 - 5.30										A	6.7	15	586	1973	593	286	653	97	448	448	426	205	789	195	564	568	492	191	190	93	341	232	
5.30 - 6.00										A	7.4	16	647	1935	589	269	637	105	445	445	414	192	799	230	542	551	463	217	184	91	315	226	
ALL NEW EWOKS 13 203 200										A	4.3	12	376	1979	362	133	402	309	363	264	79	39	317	155	254	182	136	54	283	196	977	437	
SAT. 11.30A 30 ABC CA 94 94										B	4.1	14	358	1707	390	146	431	245	337	259	146	84	261	123	205	167	95	55	174	111	841	443	
ALVIN AND THE CHIPMUNKS 9 201 204										A	6.7	22	586	1850	344	95	466	324	353	198	72	113	315	233	255	177	22	60	204	108	865	475	
SAT. 10.30A 30 NBC CA 99 99										B	6.9	24	603	1864	328	131	425	274	326	184	85	92	282	177	215	143	73	62	207	107	950	499	
AMERICAN BANDSTAND 11 169 164										A	3.2	9	280	1671	369	154	533	317	464	339	187	29	474	282	461	308	192	1	270	203	394	269	
SAT. 1.00P 30 ABC PC 82 81										B	2.5	8	219	1501	358	136	448	216	313	296	187	82	401	154	314	288	202	63	208	142	444	277	
BERENSTAIN BEARS 14 196 197										A	2.2	16	192	1719	318	177	437	229	297	256	115	140	192	73	110	110	37	82	47	47	1043	563	
SAT. 8.00A 30 CBS CA 96 96										B	2.4	15	210	1663	291	84	342	163	224	216	108	93	214	84	151	143	93	60	88	39	1019	600	
BUGS BUNNY & TWEETY SHOW 13 206 206										A	5.2	16	454	1789	304	138	333	277	317	251	47	16	261	145	210	160	88	51	297	233	898	415	
SAT. 11.00A 30 ABC CA 96 96										B	4.8	16	420	1717	388	196	437	260	338	256	133	87	292	146	209	148	86	81	163	92	825	455	
BUSINESS WORLD 12 126 124										A	1.9	5	166	867	374	49	392	1	1	1	72	374	475	59	59	127	127	289	1	1	1	1	1
SUN. 12.30P 30 ABC N 76 75										B	1.8	5	157	1142	554	264	656	168	262	185	164	394	360	103	164	157	107	175	1	1	108	93	
CARE BEAR FAMILY 14 204 205										A	2.8	15	245	1816	445	212	473	302	420	392	118	53	229	86	151	102	87	78	32	20	1082	637	
SAT. 8.30A 30 ABC CA 98 99										B	3.5	18	306	1681	335	146	369	199	278	237	128	83	151	64	99	74	43	52	109	69	1052	669	
CBS NCAA BASKETBALL-SAT 3 193										A	4.9	14	428	1299	318	78	323	89	95	124	86	195	712	422	486	295	190	170	58	1	206	142	
2 SAT. 2.00P 130 CBS SE 98										B	4.2	11	367	1409	290	87	313	90	128	124	94	171	808	372	556	466	336	201	64	1	224	160	
2.00 - 2.30										A	4.2	13	367	1074	390	49	403	123	123	147	87	232	417	259	259	120	44	158	55	1	199	136	
2.30 - 3.00										A	5.0	14	437	1256	346	94	346	85	119	155	133	191	570	342	366	198	129	150	82	1	258	190	
3.00 - 3.30										A	5.2	14	454	1526	306	99	306	62	62	116	119	190	970	543	644	516	342	154	58	1	192	123	
3.30 - 4.00										A	5.1	13	446	1249	229	30	229	55	55	55	25	174	847	526	636	316	216	211	34	1	139	88	
4.00 - 4.30										A	5.4	14	472	1396	354	153	354	189	189	189	22	165	647	370	457	252	170	190	93	1	302	228	
CBS NCAA BASKETBALL-SAT 2 1 184										A	4.3	10	376	1527	622	373	628	332	335	397	91	229	796	338	469	426	328	205	58	1	45	30	
2 SAT. 4.10P 115 CBS SE 94										B	4.3	10	376	1527	622	373	628	332	335	397	91	229	796	338	469	426	328	205	58	1	45	30	
4.00 - 4.30										A	4.5	11	393	1496	578	446	578	322	322	404	126	174	763	244	428	439	458	164	73	1	82	74	
4.30 - 5.00										A	4.2	10	367	1368	705	498	705	405	405	507	148	198	590	134	278	305	398	181	52	1	21	13	
5.00 - 5.30										A	4.0	10	350	1526	535	289	535	271	271	326	55	209	919	481	558	501	262	226	50	1	22	15	
5.30 - 6.00										A	4.6	10	402	1572	582	296	582	288	288	313	25	269	904	464	593	466	253	226	66	1	20	12	
CBS NFC CHAMPIONSHIP PRE(S) 201										A	3.3	6	288	1354	438	153	455	155	219	230	213	205	757	340	535	458	358	157	76	1	66	1	
2 SUN. 3.30P 30 CBS SC 99																																	
CBS NFC CHAMPIONSHIP GAME(S) 208										A	27.5	47	2404	1616	500	221	552	153	289	309	270	203	884	264	532	557	481	257	64	12	116	69	
2 SUN. 4.00P 195 CBS SE 99																																	
4.00 - 4.30										A	11.4	21	996	1701	535	261	602	183	307	325	272	233	914	276	550	530	505	278	72	18	113	40	
4.30 - 5.00										A	28.3	52	2473	1635	496	220	543	157	293	298	254	204	899	249	530	579	502	266	100	28	93	45	
5.00 - 5.30										A	30.3	55	2648	1479	440	197	487	140	270	276	238	176	862	235	510	552	485	260	37	1	93	56	
5.30 - 6.00										A	28.9	51	2526	1532	469	212	522	150	276	289	251	190	864	262	519	535	458	265	53	13	93	67	
6.00 - 6.30										A	30.9	51	2701	1622	501	230	558	143	286	313	289	198	888	292	543	566	473	235	69	10	107	68	
6.30 - 7.00										A	32.5	52	2841	1656	527	222	582	148	302	330	300	212	876	273	535	552	476	243	61	10	137	91	
7.00 - 7.30										A	33.5	52	2928	1805	576	238	826	169	316	359	302	240	910	260	549	572	482	276	60	17	209	111	

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
															TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Avg Aud %	Avg Share %	Avg Aud (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSEWOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																																	
CBS NFC CHAMPIONSHIP POST(S) 208																																	
2 SUN. 7.15P 18 CBS SC 99																																	
A 26.6 41 2325 1731 583 229 630 149 285 333 297 275 863 235 510 517 448 289 58^ 18^ 180 90^																																	
CBS NFL PLAYOFF PRE-SAT(S) 199																																	
1 SAT. 3.30P 30 CBS SC 99																																	
A 4.1 9 358 1791 447^174^ 595^215^ 316^254^ 264^235^ 842 489^ 577^464^ 190^240^ 91^ 36^ 263^ 263^																																	
CBS NFL PLAYOFF GAME-SAT(S) 206																																	
1 SAT. 4.00P 213 CBS SE 99																																	
A 22.9 43 2001 1656 542 297 595 197 328 348 275 205 879 278 553 545 482 266 91^ 20^ 91^ 64^																																	
4.00 - 4.30 A 7.4 16 647 1586 453 229^ 530 170^ 290^247^ 209^205^ 824 340^ 540 439 355^270^ 95^ 26^ 137^ 96^																																	
4.30 - 5.00 A 16.4 34 1433 1493 443 262 487 150^ 269 278 228 164^ 859 251 532 510 491 284 70^ 18^ 77^ 53^																																	
5.00 - 5.30 A 25.5 51 2229 1589 494 305 555 167 309 326 272 184 884 269 536 537 481 283 60^ 16^ 90^ 61^																																	
5.30 - 6.00 A 25.7 50 2246 1588 534 315 580 192 330 351 284 188 861 308 551 525 436 259 68^ 18^ 79^ 52^																																	
6.00 - 6.30 A 26.5 47 2316 1742 551 308 605 204 344 378 288 197 909 286 592 585 508 254 134 21^ 94^ 60^																																	
6.30 - 7.00 A 28.9 49 2526 1773 582 313 635 219 350 383 290 220 930 286 598 596 528 266 115 16^ 93^ 70^																																	
7.00 - 7.30 A 29.6 48 2587 1705 605 281 655 231 341 365 283 245 868 254 527 546 493 267 97^ 29^ 85^ 66^																																	
CBS NFL PLAYOFF PRE-SUN(S) 206																																	
1 SUN. 12.00N 30 CBS SC 99																																	
A 9.2 26 804 1734 515 254^ 535 170^ 235^296^ 237^220^ 958 330^ 646 631 518 262^ 117^ 13^ 124^ 69^																																	
CBS NFL PLAYOFF GAME-SUN(S) 208																																	
1 SUN. 12.30P 197 CBS SE 99																																	
A 24.3 52 2124 1707 455 240 471 152 242 295 217 164 968 349 673 606 507 251 130 38^ 138 66^																																	
12.30 - 1.00 A 18.3 45 1599 1700 475 254 488 165^ 234 296 200 179 985 344 692 651 549 233 85^ 16^ 142^ 76^																																	
1.00 - 1.30 A 24.2 53 2115 1647 438 231 453 150 237 295 194 150 936 341 657 586 498 241 132 35^ 126^ 69^																																	
1.30 - 2.00 A 26.8 55 2342 1721 454 240 468 143 239 297 218 162 951 320 650 601 507 256 149 35^ 153 77^																																	
2.00 - 2.30 A 25.4 53 2220 1750 447 245 457 150 245 301 217 146 984 371 692 618 487 247 152 53^ 157 68^																																	
2.30 - 3.00 A 26.3 54 2299 1725 472 253 483 153 250 302 228 171 969 366 674 607 483 250 142 49^ 131 60^																																	
3.00 - 3.30 A 25.0 51 2185 1697 453 225 472 146 238 273 229 180 979 339 662 599 521 271 114^ 36^ 132 67^																																	
3.30 - 4.00 A 23.4 48 2045 1742 453 233 497 168 262 298 235 181 1011 368 704 603 535 270 125^ 42^ 109^ 41^																																	
CBS NFL PLAYOFF POST-SUN(S) 207																																	
1 SUN. 3.47P 22 CBS SC 99																																	
A 13.6 28 1189 1619 520 264 562 168^ 288 322 264 229^ 914 300 629 544 513 256 76^ 38^ 67^ 50^																																	
CBS STORYBREAK 2 183 184																																	
SAT. 11.30A 30 CBS CL 91 94																																	
A 4.2 12 367 1422 323^258^ 421 231^ 322^324^ 163^ 75^ 133^ 82^ 133^ 71^ 51^ LT 140^ LT 728 496																																	
B 4.2 12 367 1422 323 258 421 231 322 324 163 75 133 82 133 71 51 LT 140 LT 728 496																																	
FACE THE NATION 13 116 142																																	
SUN. 10.30A 30 CBS CC 78 87																																	
A 3.5 10 306 1712 607 252^ 702 238^ 324^180^ 233^342^ 820 334^ 500 450^ 271^320^ 156^156^ 34^ 17^																																	
B 2.9 9 253 1258 539 225 589 140 203 199 214 351 586 203 319 311 211 244 66 42 LT LT																																	
FLINTSTONE KIDS 1 14 205 206																																	
SAT. 9.00A 30 ABC CA 99 99																																	
A 3.7 17 323 1542 179^115^ 213^185^ 213^179^ 28^ LT 148^ 52^ 148^ 96^ 96^ LT 184^ 68^ 997 638																																	
B 4.3 19 376 1587 285 131 333 184 246 182 114 75 168 67 122 94 62 44 153 96 933 596																																	
FLINTSTONE KIDS 2 14 205 206																																	
SAT. 9.30A 30 ABC CA 99 99																																	
A 4.7 18 411 1608 149^110^ 166^154^ 154^109^ 12^ 12^ 141^ 35^ 115^ 80^ 106^ 26^ 208^ 84^ 1093 652																																	
B 4.8 19 420 1661 290 125 327 180 239 187 119 68 194 85 146 110 78 48 157 85 983 636																																	
FOOFUR 7 178																																	
2 SAT. 11.00A 30 NBC CA 84																																	
A 5.7 18 498 2137 355^ LT 510^290^ 341^230^ 51^169^ 272^212^ 212^124^ 15^ 60^ 405^251^ 950 493^																																	
B 6.3 21 551 2014 421 117 476 333 385 219 92 81 297 164 226 143 98 55 243 119 998 531																																	
FOOFUR(B) 173																																	
1 SAT. 11.00A 30 NBC CA 83																																	
A 5.5 16 481 2306 552^165^ 591 450^ 533^410^ 122^ 58^ 336^262^ 286^199^ 24^ 50^ 300^127^ 1079 613																																	
GALAXY HIGH SCHOOL 7 198 196																																	
SAT. 11.00A 30 CBS CA 97 97																																	
A 4.8 14 420 1581 317^219^ 410 193^ 334^286^ 180^ 76^ 193^177^ 193^ 85^ 16^ LT 313^ 62^ 665 467																																	
B 5.0 16 437 1512 254 120 303 119 210 166 125 77 186 133 176 118 43 LT 222 66 801 530																																	
GUMMI BEARS 14 195 202																																	
SAT. 8.30A 30 NBC CA 98 99																																	
A 4.1 23 358 1668 324^170^ 391^170^ 218^157^ 128^148^ 399 237^ 341^249^ 162^ 50^ 123^ LT 755 525																																	
B 4.3 22 376 1604 301 122 340 179 237 146 122 84 225 135 181 112 74 34 132 41 907 577																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
																																		</					

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																														
NFL PLAYOFF GAME-S-CONT'D																														
		2.00 -	2.30					A	19.5	46	1704	1560	411	231	442	137^	222	231	199	172	846	217	525	523	467	282	140^	30v	132^	101^
		2.30 -	3.00					A	20.7	48	1809	1548	424	241	461	131^	229	234	223	179	864	215	521	531	492	296	114^	13v	109^	82^
		3.00 -	3.30					A	21.9	51	1914	1510	427	244	471	150	234	237	219	184	830	196	480	503	492	296	75^	17v	134^	99^
		3.30 -	4.00					A	22.8	50	1993	1552	455	273	503	169	262	267	238	189	805	175	455	490	495	295	120^	33v	124^	86^
		4.00 -	4.30					A	22.0	47	1923	1578	508	312	587	177	306	314	323	212	780	147	436	467	511	291	114^	29v	97^	64^
		4.30 -	5.00					A	20.1	41	1757	1602	569	344	669	211	373	359	344	232	742	149^	422	443	449	271	100^	33v	91^	64^
NFL PLAYOFF POST-SAT.(S)																														
1	SAT.	4.46P	28	NBC	SC	199	99	A	6.0	12	524	1714	584	433^	712	186^	360^	333^	447^	305^	750	181^	462^	435^	499^	257^	163^	24v	89v	63v
NFL '86-SUN.(S)																														
1	SUN.	3.30P	30	NBC	SC	206	99	A	9.0	19	787	1665	501	219^	539	236^	286^	233^	155^	221^	806	280^	523	516	360	236^	137^	54v	183^	96^
NFL PLAYOFF GAME-SUN.(S)																														
1	SUN.	4.00P	201	NBC	SE	214	99	A	24.6	45	2150	1840	536	272	598	230	338	319	237	206	963	368	639	554	482	267	140	43^	139	106^
		4.00 -	4.30					A	20.0	41	1748	1729	508	233	545	216	284	294	223	204	944	332	626	556	517	279	118^	40^	122^	72^
		4.30 -	5.00					A	23.6	47	2063	1787	534	242	593	218	314	313	245	228	935	336	627	563	493	268	140	47^	119^	91^
		5.00 -	5.30					A	24.8	48	2168	1791	510	233	580	199	301	280	225	236	928	351	621	535	460	262	164	56^	119^	93^
		5.30 -	6.00					A	24.7	45	2159	1792	515	267	591	224	322	303	233	213	941	360	618	558	457	265	146	40^	114^	94^
		6.00 -	6.30					A	25.8	44	2255	1783	489	250	549	232	330	289	205	167	977	392	660	585	469	251	120^	38^	137	114^
		6.30 -	7.00					A	27.2	45	2377	1907	567	297	633	259	381	347	235	193	971	357	625	549	492	273	157	33^	146	120
		7.00 -	7.30					A	26.3	41	2299	2161	654	407	720	270	458	418	316	205	1074	471	715	549	495	277	132	37^	235	170
NFL PLAYOFF POST-SUN.(S)																														
						212		A	17.1	27	1495	2087	636	371	681	213	420	392	334	211	1058	482	735	534	484	246	127^	44v	221	154^
1	SUN.	7.21P	12	NBC	SC	99																								
NFL '86 NBC-SUN(S)																														
2	SUN.	12.00N	30	NBC	SC	210	99	A	8.8	24	769	1640	438	153^	478	110^	235^	249^	250^	202^	989	404	663	587	500	256^	47v	LT	126^	55v
NFL PLAYOFF GAME-SU(S)																														
2	SUN.	12.30P	236	NBC	SE	214	99	A	28.4	56	2482	1639	490	200	538	154	302	303	275	191	927	301	557	547	492	272	79^	12v	95^	40^
		12.30 -	1.00					A	20.3	46	1774	1674	468	190	509	139^	260	270	257	200	981	356	596	565	496	282	76^	LT	108^	56^
		1.00 -	1.30					A	25.8	55	2255	1662	478	207	526	135	286	301	276	193	955	314	568	556	505	285	83^	LT	98^	49^
		1.30 -	2.00					A	29.1	59	2543	1698	484	199	523	140	291	306	275	188	985	341	599	547	501	287	72^	LT	118	52^
		2.00 -	2.30					A	27.8	56	2430	1676	471	203	533	181	300	270	246	188	948	303	568	560	506	276	83^	11v	112^	40^
		2.30 -	3.00					A	30.4	58	2657	1683	486	204	558	176	319	303	278	190	926	285	542	551	499	276	92^	21v	107	47^
		3.00 -	3.30					A	31.4	60	2744	1615	510	195	564	160	320	322	292	194	898	274	534	549	493	264	86^	15v	67^	20v
		3.30 -	4.00					A	33.1	62	2893	1603	528	208	563	152	319	338	302	196	885	275	533	530	477	266	75^	23v	80^	36^
		4.00 -	4.30					A	29.2	53	2552	1517	472	186	507	135	296	308	263	170	863	286	529	527	461	245	75^	29^	72^	33^
NFL PLAYOFF POST-SU(S)																														
2	SUN.	4.26P	18	NBC	SC	208	99	A	9.5	17	830	1334	385	145^	423	100^	235^	228^	232^	155^	773	312^	488	421	371	228^	78v	39v	60v	41v
ONE TO GROW ON-8:28AM																														
	SAT.	8.28A	2	NBC	CN	14	193	A	3.8	26	332	1349	283^	24v	319^	166^	166^	85v	56v	129^	274^	208^	228^	111^	66v	46v	85v	36v	671	500
						97	98	B	3.8	23	332	1683	266	53	319	193	223	113	88	80	276	161	229	140	96	37	148	48	940	617
ONE TO GROW ON-8:58AM																														
	SAT.	8.58A	2	NBC	CN	14	194	A	4.1	22	358	1603	348^	160^	409	146^	210^	162^	151^	176^	370^	231^	314^	234^	139^	45v	111^	LT	713	464
						97	98	B	4.6	22	402	1572	303	124	343	176	240	144	130	81	206	127	171	103	66	29	134	43	889	548
ONE TO GROW ON-10:28AM																														
	SAT.	10.28A	2	NBC	CN	14	206	A	6.1	21	533	1837	426	230^	612	469	513	237^	81^	99^	300	208^	248^	188^	55v	37v	92^	35v	833	405
						99	95	B	6.3	22	551	1722	372	174	437	265	332	206	114	88	264	161	204	119	82	50	183	92	838	439
ONE TO GROW ON-11:28AM																														
	SAT.	11.28A	2	NBC	CN	13	174	A	5.5	16	481	2098	405	83^	466	300	365	325	84^	101^	327	239^	260^	159^	42v	67v	319	166^	986	520
						83	83	B	6.0	20	524	1858	380	146	416	273	336	234	110	67	242	142	181	108	78	52	240	140	960	514

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1987 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION															
T/C THIS SEASON											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
NO. OF STATIONS & PROGRAM COVERAGE											TEENS (12-17)														CHILDREN (2-11)	
WK 1 WK 2											TOTAL														TOTAL	
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. DEC. 29, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		12,850 14.7		19,230 22.0		ABC MONDAY NIGHT MOVIE LOVE THY NEIGHBOR (R)(SD)										
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)		7,950 9.1		11,450 13.1												
SHARE OF AUDIENCE %		9.0*		11.8*												
AVG. AUD. BY ¼ HR. %		14 14 *		21 18 *												
TOTAL AUDIENCE (Households (000) & %)		18,180 20.8		17,740 20.3		15,030 17.2		15,470 17.7								
CBS TV		KATE & ALLIE (R)		MY SISTER SAM (R)(SD)		NEWHART (R)		CAVANAUGHS (SD)		CAGNEY & LACEY (R)						
AVERAGE AUDIENCE (Households (000) & %)		15,560 17.8		16,170 18.5		15,910 18.2		13,020 14.9		11,100 12.7		12.9*		12.5*		
SHARE OF AUDIENCE %		28 17.2		29 18.5		28 17.9		24 18.4		21 15.3		21 *		21 *		
AVG. AUD. BY ¼ HR. %		15.1		15.5		12.8		12.8		13.2		14.0		13.7		
TOTAL AUDIENCE (Households (000) & %)		15,560 17.8		12,940 14.8		19,320 22.1		NBC MONDAY NIGHT MOVIES BLUE DEVILLE								
NBC TV		ALF (R)		AMAZING STORIES (SD)												
AVERAGE AUDIENCE (Households (000) & %)		13,370 15.3		11,190 12.8		11,710 13.4		12.5*		13.6*		13.7*		13.7*		
SHARE OF AUDIENCE %		24 15.1		20 12.8		22 12.6		19 *		22 *		22 *		23 *		
AVG. AUD. BY ¼ HR. %		15.1		15.5		12.8		12.8		13.2		14.0		13.7		
TOTAL AUDIENCE (Households (000) & %)		14,330 16.4		17,740 20.3		ABC MONDAY NIGHT MOVIE ON FINE (SD)										
ABC TV		MACGYVER (SD)														
AVERAGE AUDIENCE (Households (000) & %)		11,360 13.0		11,190 12.8		12.3*		12.2*		13.5*		13.0*		13.0*		
SHARE OF AUDIENCE %		19 12.2		20 12.2		18 *		18 *		21 *		22 *		22 *		
AVG. AUD. BY ¼ HR. %		12.2		12.5		13.6		12.3		12.1		12.3		13.7		
TOTAL AUDIENCE (Households (000) & %)		20,540 23.5		19,050 21.8		26,830 30.7		SPECIAL MOVIE PRESENT.-CBS FOOTLOOSE (SD)								
CBS TV		KATE & ALLIE		NEWHART (SD)												
AVERAGE AUDIENCE (Households (000) & %)		17,850 20.2		17,040 19.5		17,310 19.8		18.2*		18.5*		21.8*		20.9*		
SHARE OF AUDIENCE %		29 19.5		26 20.9		31 19.4		26 *		27 *		35 *		36 *		
AVG. AUD. BY ¼ HR. %		19.5		20.9		19.4		19.7		18.1		18.2		20.0		
TOTAL AUDIENCE (Households (000) & %)		27,360 31.3								12,590 14.4		NBC WHITE PAPER TO BE A TEACHER				
NBC TV												NBC MONDAY NIGHT MOVIES REMINGTON STEELE (SD)				
AVERAGE AUDIENCE (Households (000) & %)		17,220 19.7		18.6*		19.3*		20.6*		20.3*		9.2		8.7*		
SHARE OF AUDIENCE %		28 18.5		27 *		27 *		30 *		30 *		15		15 *		
AVG. AUD. BY ¼ HR. %		18.5		18.7		19.2		19.3		20.5		20.7		9.0		
TV HOUSEHOLDS USING TV WK. 1		60.5	61.4	61.9	63.1	64.2	65.0	64.5	64.8	64.8	64.6	63.1	62.9	61.5	60.2	59.0
(See Def. 1) WK. 2		62.5	62.9	64.5	66.9	68.9	70.0	70.6	71.1	69.5	68.8	68.1	67.5	63.8	61.7	59.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. JAN. 5, 1987

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. DEC.31, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,810 15.8	13,370 15.3		14,950 17.1					12,500 14.3			
	ABC TV						PERFECT STRANGERS (R)	HEAD OF THE CLASS (R)(SD)		DYNASTY (SD)					HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,270 12.9	11,190 12.8		11,970 13.7					9,880 11.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						23 12.2	23 12.9		26 13.9					24 11.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,550 15.5	13,900 15.9					13,830 15.6					
	CBS TV						MIKE HAMMER (R)(SUS-SD)		MAGNUM, P.I. (R)(SD)					EQUALIZER (R)				
	AVERAGE AUDIENCE (Households (000) & %)						10,400 11.9	11.8*	12.0*	10,840 12.4		11.7*	13.1*	10,840 12.4	12.7*	12.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						21 11.7	21*	22*	23 11.4		22*	25*	26 12.7	26*	26*		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,520 18.9	11,360 13.0					10,050 11.5	9,440 10.8				
	NBC TV						ORANGE COWL PARADE (SD)		GIMME A BREAK (R)					YOU AGAIN ?	ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,710 13.4	13.4*	13.5*	9,700 11.1		8,390 9.6	6,820 7.8	8.0*	7.6*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						24 13.7	24*	24*	20 11.1		18 11.0	16 8.4	16*	7.7	7.5	7.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,830 20.4	18,350 21.0		18,840 22.7					18,780 19.2			
	ABC TV						PERFECT STRANGERS	HEAD OF THE CLASS (SD)		DYNASTY (SD)					HOTEL			
	AVERAGE AUDIENCE (Households (000) & %)						15,840 17.9	16,780 19.2		16,080 18.4					13,370 15.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						27 17.0	27	28	27 18.0		27*	28*	25 16.2	25*	25*		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,460 15.4	18,530 21.2					18,270 20.9					
	CBS TV						MIKE HAMMER (SUS-SD)		MAGNUM, P.I. (R)(SD)					EQUALIZER				
	AVERAGE AUDIENCE (Households (000) & %)						10,400 11.9	12.1*	11.7*	14,160 16.2		15.8*	16.7*	15,120 17.3	17.1*	17.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						18 12.4	18*	17*	24 15.8		23*	25*	29 16.8	27*	30*		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,320 22.1	13,020 14.9					12,060 13.8	14,330 16.4				
	NBC TV						HIGHWAY TO HEAVEN (SD)		GIMME A BREAK					YOU AGAIN ?	ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)						16,170 18.5	18.3*	18.6*	11,540 13.2		11,010 12.6	11,270 12.9	13.0*	12.7*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						27 18.2	27*	28*	20 13.0		19 13.4	21 13.2	21*	22*			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.3	56.1	56.2	56.6	56.4	56.2	56.0	54.7	54.1	54.2	53.1	52.2	50.0	48.2	46.9	46.7
			60.6	62.7	64.1	65.3	66.7	67.5	67.4	67.9	67.3	67.4	67.0	66.8	63.5	62.0	59.6	57.1

TV HOUSEHOLDS USING TV WK. 1	55.3	56.1	56.2	56.6	56.4	56.2	56.0	54.7	54.1	54.2	53.1	52.2	50.0	48.2	46.9	46.7
(See Def. 1)	60.6	62.7	64.1	65.3	66.7	67.5	67.4	67.9	67.3	67.4	67.0	66.8	63.5	62.0	59.6	57.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. JAN.7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.1, 1987

		TIME																					
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,570 1.8					{		13,110 15.0					{		13,460 15.4	{		17,310 19.8			
	ABC TV		ABC WORLD NEWS TONIGHT (B) (7:07-7:30PM)	OUR WORLD				COLBY'S (SD)				23/29											
	AVERAGE AUDIENCE (Households (000) & %)	{	1,400	{				9,900	{				10,400	{				12,150	{				13,900
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	1.6 3 1.4 1.8	% 9.5 14 9.5 9.5 9.4 9.5				% 9.5* 14 * 9.5 10.4 11.7 12.6 12.9				% 11.1* 16 * 11.9 12.6 12.9 13.1 13.5 14.2 14.6				% 12.7* 19 * 12.7 13.9 13.3* 14.4*							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,040 19.5	{				20,980 24.0	{				17,130 19.6	{				20,010 22.9	{				21,290
	CBS TV		HAPPY NEW YEAR, C. BROWN (R)	SIMON & SIMON (R)(SD)				DESIGNING WOMEN (SD)				KNOTS LANDING											
	AVERAGE AUDIENCE (Households (000) & %)	{	14,510	{				14,860	{				14,680	{				16,520	{				18,300
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	16.6 25 15.6 17.6 15.2 16.6	% 17.0 25 15.2 16.6 18.1 18.1				% 15.9* 23 * 16.6 18.1 18.1 16.1 17.4 18.1 18.5 19.5 19.3				% 18.1* 27 * 18.3 17.8 16.7 17.4 16.9 15.0 17.8				% 16.8 25 16.1 17.4 18.1 18.5 19.5 19.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	30,240 34.6																				
	NBC TV		ROSE BOWL GAME MICHIGAN VS ARIZONA (4:50-8:23PM)(-OP)					ORANGE BOWL GAME OKLAHOMA VS ARKANSAS (8:23-11:40PM)(OP)(SD)(-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	13,980	{				19.2* 28 *	{				18.3* 27 *	{				17.3* 25 *	{				17.2* 26 *
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	16.0 25 19.3 19.5 18.9 18.4	% 19.2* 28 * 19.3 19.5 18.9 18.4				% 18.3* 27 * 18.3 17.8 16.7 17.4 16.9 15.0 17.8				% 17.3* 25 * 16.7 17.4 18.1 18.5 19.5 19.3				% 17.2* 26 * 16.9 15.0 17.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,700 11.1	{				13,110 15.0	{				15,120 17.3	{				20/28					
	ABC TV		OUR WORLD	COLBY'S (SD)				20/28															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940	{				10,580	{				11,450	{				13.1 21	{				13.3* 21 *
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	6.8 10 6.8 6.4	% 6.6* 10 * 6.9 7.1				% 7.0* 10 * 11.3 11.9 12.8 12.4 13.0 13.5 13.2 12.9				% 11.6* 17 * 11.9 12.8 12.4 13.0 13.5 13.2 12.9				% 12.6* 18 *							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,890 13.6	{				16,690 19.1	{				19,580 22.4	{				20/28					
	CBS TV		SHELL GAME (SD)	SIMON & SIMON (SD)				KNOTS LANDING															
	AVERAGE AUDIENCE (Households (000) & %)	{	8,480	{				13,550	{				16,960	{				19.4 31	{				19.4* 30 *
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	9.7 14 10.1 9.5* 14 *	% 9.9* 14 * 10.0 9.8				% 15.5 22 13.8 15.3 16.2 16.5 19.2 19.5 19.6 19.3				% 14.6* 21 * 15.3 16.2 16.5 19.2 19.5 19.6 19.3				% 16.4* 24 * 16.5 19.2 19.5 19.6 19.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	34,870 39.9	{				34,520 39.5	{				26,660 30.5	{				23,420 26.8	{				18,270 20.9
	NBC TV		BILL COSBY SHOW	FAMILY TIES (SD)				CHEERS				NIGHT COURT (SD)				L.A. LAW							
	AVERAGE AUDIENCE (Households (000) & %)	{	32,080	{				31,900	{				24,650	{				21,330	{				14,860
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	36.7 54 35.3 38.1	% 36.5 53 36.5 36.4				% 28.2 41 28.8 27.7				% 24.4 36 24.6 24.3				% 17.0 27 18.2 17.2 16.5 16.2				% 17.7* 28 * 16.5 16.2			
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	61.7	62.8	63.2	64.4	66.2	67.2	67.4	68.4	68.3	68.3	67.8	66.3	64.8	63.7	62.0	59.3					
		WK 2	61.6	62.8	63.3	64.9	67.4	69.0	69.2	69.6	69.1	69.8	68.7	67.9	65.2	63.3	61.4	59.4					

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. JAN.8, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.2, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				13,370 15.3	13,720 15.7		11,800 13.5		10,310 11.8		12,150 13.9													
	ABC TV	{				WEBSTER (R)		MR. BELVEDERE (R)(SD)		DADS		GUNG HO (SD)		STARMAN (R)												
	AVERAGE AUDIENCE (Households (000) & %)	{				11,620 13.3		12,410 14.2		10,140 11.6		8,830 10.1		9,350 10.7												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{				20 13.0		21 13.7		17 11.9		15 11.4		17 10.3												
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,870 19.3	SCARECROW & MRS. KING (SUB-SD)				22,550 25.8				DALLAS (SD)				18,350 21.0		FALCON CREST					
	CBS TV	{				12,850 14.7		14.4* 14.5		15.0* 15.4		21.8 19.6		20.6* 21.7		22.9* 23.0		17.4 17.9		17.9* 17.1		16.9* 16.7				
	AVERAGE AUDIENCE (Households (000) & %)	{				22 14.5		22* 14.2		32 14.5		30* 15.4		34* 19.6		27 17.9		27* 17.9		27* 17.1		27* 16.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{				42.1		FIESTA BOWL PENN STATE VS MIAMI (8:00-11:00PM)(SD)(2P)																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				15,910 18.2	15,730 18.0		8,570 9.8		7,700 8.9		12,150 14.1													
	ABC TV	{				WEBSTER		MR. BELVEDERE (SD)		GUNG HO		DADS (SD)		STARMAN												
	AVERAGE AUDIENCE (Households (000) & %)	{				13,980 16.0		14,330 16.4		7,520 8.6		6,990 8.0		9,610 11.0												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{				25 15.5		25 16.6		13 9.0		12 8.2		18 10.4												
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,610 19.0	SCARECROW & MRS. KING (SUB-SD)				23,340 26.7				DALLAS (SD)				20,280 23.2		FALCON CREST					
	CBS TV	{				13,200 15.1		14.6* 14.8		15.5* 15.2		20.190 23.1		22.4* 23.1		23.9* 23.6		17.650 20.2		20.1* 20.0		20.2* 20.3				
	AVERAGE AUDIENCE (Households (000) & %)	{				24 14.3		23* 14.8		24* 15.2		36 21.7		35* 23.1		37* 23.6		33 20.3		33* 20.0		34* 20.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{				17.1		STINGRAY (SD)				17,040 19.5				MIAMI VICE				14,950 17.1		CRIME STORY				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				14,950 17.1	STINGRAY (SD)				17,040 19.5				MIAMI VICE				14,950 17.1		CRIME STORY					
	NBC TV	{				11,360 13.0		12.9* 12.9		13.2* 13.0		15.1 14.6		14.8* 15.0		15.5* 15.4		13.6 13.5		13.4* 13.4		13.8* 13.8				
	AVERAGE AUDIENCE (Households (000) & %)	{				20 12.8		20* 12.9		20* 13.0		23 14.6		23* 15.0		24* 15.4		22 13.5		22* 13.4		23* 13.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{				62.9 62.0		62.1 60.4		62.9 62.0		67.4 65.0		68.2 64.5		67.8 64.6		67.0 64.4		65.5 62.0		64.9 61.3		63.5 60.3		62.2 59.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.8	61.8	62.1	62.9	64.7	66.2	66.8	67.4	67.7	68.2	67.8	67.0	65.5	64.9	63.5	62.2								

TV HOUSEHOLDS USING TV	WK. 1	60.8	61.8	62.1	62.9	64.7	66.2	66.8	67.4	67.7	68.2	67.8	67.0	65.5	64.9	63.5	62.2
(See Def. 1)	WK. 2	59.0	59.8	60.4	62.0	62.6	63.6	63.8	65.0	64.4	64.5	64.6	64.4	62.0	61.3	60.3	59.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. JAN.9, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,930 12.5		9,000 10.3		10,490 12.0				10,930 12.5			
	ABC TV						SIDENICKS		SLEDGE HAMMER (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,180 10.5		7,870 9.0		7,600 8.7		8.0*		7,950 9.1		8.7*	9.6*
	SHARE OF AUDIENCE %						17		14		14		12 *		16		15 *	17 *
W E E K 2	AVG. AUD. BY ¼ HR. %						10.2	10.7	9.0	9.0	7.8	8.1	9.4	9.5	8.5	8.8	9.4	9.8
	TOTAL AUDIENCE (Households (000) & %)	{					20,190 23.1				22,020 25.2							
	CBS TV						CBS NFL PLAYOFF GAME-SAT WASHINGTON VS CHICAGO (A-PP-7:35PM)		OUTLAWS (SD)						CBS SATURDAY MOVIE KISS ME GOODBYE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,910 18.2	18.4*		18.1*	12,940 14.8	13.2*		15.3*		15.6*		15.2*
W E E K 1	SHARE OF AUDIENCE %						29	29 *		29 *	24	20 *		24 *		27 *		26 *
	AVG. AUD. BY ¼ HR. %		29.8	29.4	23.1		18.3	18.5	18.6	17.5	13.1	13.2	15.5	15.1	15.7	15.4	15.5	14.9
	TOTAL AUDIENCE (Households (000) & %)	{					16,080 18.4		17,920 20.5		25,700 29.4		20,100 23.0		19,400 22.2			
	NBC TV						FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN (R)		HUNTER			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{					14,250 16.3		16,080 18.4		23,600 27.0		17,920 20.5		15,560 17.8	17.7*		18.0*
	SHARE OF AUDIENCE %						26		29		41		33		31	30 *		31 *
	AVG. AUD. BY ¼ HR. %						16.0	16.5	17.1	19.8	26.3	27.7	20.4	20.7	17.6	17.7	18.0	17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,540 13.2		10,050 11.5		9,700 11.1				12,320 14.1			
	ABC TV						SIDENICKS		SLEDGE HAMMER (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,440 10.8		8,910 10.2		7,520 8.6		7.8*		9,960 11.4		11.2*	11.7*
	SHARE OF AUDIENCE %						18		16		13		12 *		20		19 *	20 *
W E E K 2	AVG. AUD. BY ¼ HR. %						10.6	10.9	10.1	10.4	7.6	8.1	9.4	9.2	10.9	11.6	11.7	11.6
	TOTAL AUDIENCE (Households (000) & %)	{					17,130 19.6				18,350 21.0							
	CBS TV								OUTLAWS (SD)						CBS SATURDAY MOVIE THE RETURN OF SHERLOCK HOLMES (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,630 15.6	14.9*		16.3*	12,670 14.5	14.0*		14.9*		14.9*		14.3*
W E E K 2	SHARE OF AUDIENCE %						25	24 *		26 *	24	22 *		24 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %						14.3	15.6	16.7	15.9	13.9	14.1	14.8	15.0	15.2	14.6	14.6	13.9
	TOTAL AUDIENCE (Households (000) & %)	{					16,610 19.0		19,140 21.9		25,430 29.1		19,580 22.4		16,960 19.4			
	NBC TV						FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN (SD)		HUNTER			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{					14,600 16.7		17,740 20.3		23,250 26.6		17,740 20.3		13,550 15.5	15.3*		15.7*
	SHARE OF AUDIENCE %						27		32		41		32		27	26 *		27 *
	AVG. AUD. BY ¼ HR. %						16.0	17.4	19.5	21.1	26.5	26.7	20.5	20.1	15.5	15.0	15.5	15.8
TV HOUSEHOLDS USING TV		WK. 1	63.0	63.8	61.5	61.6	61.9	62.9	62.8	63.9	65.4	65.8	63.2	62.0	58.9	58.5	58.0	57.1
(See Def. 1)		WK. 2	57.4	59.2	59.6	60.6	61.4	62.0	62.9	64.1	65.2	65.0	63.4	62.7	59.3	58.9	57.9	56.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 3, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		2,880 3.3													
	ABC TV			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,710 3.1													
	SHARE OF AUDIENCE %			12													
W E E K 2	AVG. AUD. BY ¼ HR. %			3.1													
	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
W E E K 3	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	{		14,330 16.4													
	NBC TV																
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		9,440 10.8		12.2*		10.5*		9.2*							
	SHARE OF AUDIENCE %			29		29 *		28 *		29 *							
	AVG. AUD. BY ¼ HR. %			12.8		11.7		10.8		10.1		9.6		8.7			
	TOTAL AUDIENCE (Households (000) & %)	{		2,270 2.6													
W E E K 5	ABC TV			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,100 2.4													
	SHARE OF AUDIENCE %			9													
	AVG. AUD. BY ¼ HR. %			2.4													
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
W E E K 7	AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)	{		12,760 14.6													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		7,600 8.7		10.1*		8.6*		6.8*							
W E E K 8	SHARE OF AUDIENCE %			24		24 *		24 *		29 *							
	AVG. AUD. BY ¼ HR. %			10.1		10.1		9.1		8.0		6.9		6.3			
	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																

TV HOUSEHOLDS USING TV WK. 1	54.3	50.1	44.1	41.2	38.0	35.9	32.7	30.5	25.0	22.3	19.9	17.9	16.2	14.3	12.4	11.0
(See Def. 1) WK. 2	51.1	47.6	43.4	40.9	37.3	33.9	30.4	27.9	24.6	21.4	18.6	16.8	14.2	12.9	11.3	10.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. SAT. JAN. 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.4, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	21,150 24.2								19,670 22.5							
	ABC TV		DISNEY SUNDAY MOVIE DOUBLE SWITCH (SD)										ABC SUNDAY NIGHT MOVIE ALL OF ME (9:00-10:55PM)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	19,370 15.3	11.7*		14.8*		16.9*		17.9*	12,590 14.4	14.7*		14.7*		14.0*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%	22 11.4	18* 12.0		22* 14.4		24* 15.2		25* 16.6	21 17.1	21* 18.3		21* 17.5		21* 14.3		22* 14.0
K 1	TOTAL AUDIENCE (Households (000) & %)	{	27,790 31.8				28,410 32.5				28,670 32.8							
	CBS TV		60 MINUTES			MURDER, SHE WROTE (SD)			CBS SUNDAY MOVIE AT MOTHER'S REQUEST, PART 1 (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{	20,190 23.1	20.8*		25.4*	24,380 27.9	26.9*		28.9*	20,360 23.3	24.5*		23.4*		23.0*		22.4*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%	34 18.3	31* 23.2		37* 24.7	40 26.1	39* 26.4		40* 27.4	35 24.7	35* 24.3		34* 23.7		34* 23.2		36* 22.8
K 2	TOTAL AUDIENCE (Households (000) & %)	{		14,950 17.1	15,560 17.8				12,500 14.3		22,200 25.4							
	NBC TV		(1) (-OP)	RFL PLAYOFF POST-SUN. (7:21-7:33PM) (OP)(-OP)		OUR HOUSE (7:33-8:33PM) (OP)(-OP)			VALERIE (8:33-9:03PM) (OP)(-OP)		NBC SUNDAY NIGHT MOVIE FIRST BLOOD (9:03-11:03PM)(R) (OP)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{		14,950 17.1	10,580 12.1				10,400 11.9		14,330 16.4	15.5*		16.3*		17.1*		16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%		27 17.6	18 12.1				17 10.8		25 15.0	22* 15.9		24* 16.6		26* 17.3		27* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	21,410 24.5								20,800 23.8							
	ABC TV		DISNEY SUNDAY MOVIE HERBIE GOES BANANAS (SD)										ABC SUNDAY NIGHT MOVIE UNCORON VALOR (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	13,020 14.9	12.0*		14.3*		16.0*		17.0*	13,720 15.7	14.4*		16.0*		16.0*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%	21 10.7	17* 13.4		20* 14.3		22* 14.4		24* 15.9	23 16.2	20* 17.2		23* 16.8		24* 17.2		25* 16.2
K 2	TOTAL AUDIENCE (Households (000) & %)	{		25,000 28.6	31,640 36.2				28,140 32.2		24,820 28.4							
	CBS TV		(2) (-OP)	CBS NFC CHMP. POST (7:15-7:33PM) (OP)		60 MINUTES (7:33-8:33PM) (OP)(-OP)			MURDER, SHE WROTE (8:33-9:33PM)(R) (OP)(SD)(-OP)		CBS SUNDAY MOVIE GONE WITH THE WIND, PART 1 (9:33-11:33PM)(R) (OP)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{		23,250 26.6	23,770 27.2				20,890 23.1		15,820 18.1	24.9*		18.3*		18.0*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%		52* 27.0	41 25.3				33 23.0		35 25.0	35* 24.7		26* 18.5		27* 18.3		28* 17.9
K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,690 19.1				13,110 15.0		15,120 17.3		29,190 33.4							
	NBC TV		OUR HOUSE			VALERIE			EASY STREET (SD)			NBC SUNDAY NIGHT MOVIE						
	AVERAGE AUDIENCE (Households (000) & %)	{	11,620 13.3	11.9*		14.7*	11,360 13.0		13,280 15.2		20,800 23.8	21.5*		24.9*		25.1*		23.8*
	SHARE OF AUDIENCE % AVG. AUD. BY % HR.	%	19 11.3	17* 12.6		21* 14.4	18 12.5		21 13.4		35 20.5	30* 22.5		36* 24.7		37* 25.1		37* 24.1
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)			65.8 68.3	67.2 69.1	68.0 69.7	68.5 70.1	68.4 70.6	69.7 71.7	71.5 70.7	71.9 71.0	70.2 70.8	70.0 70.9	69.3 70.2	68.6 69.1	67.3 67.6	66.1 66.3	63.9 64.8	60.8 63.1

U.S. TV Households: 87,400,000

(1)NFL PLAYOFF GAME SUN., NEW ENGLAND VS DENVER,NBC,(4:00-7:21PM)(S)

A-17(2)CBS NFC CHAMPIONSHIP GAME, WASHINGTON VS N.Y. GIANTS,CBS,(4:00-7:15PM)(S)

For explanation of symbols, See page A.

EVE.SUN. JAN.11, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.4, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,710
(Households (000) & %) { 3.1

ABC TV

REC WEEKEND
REPORT-SUN.

AVERAGE AUDIENCE { 2,530
(Households (000) & %) { 2.9
SHARE OF AUDIENCE % 8
W AVG. AUD. BY ¼ HR. % 2.9

TOTAL AUDIENCE { 5,770
(Households (000) & %) { 6.6

CBS TV

NEWS-030000

AVERAGE AUDIENCE { 5,510
(Households (000) & %) { 6.3
K SHARE OF AUDIENCE % 13
1 AVG. AUD. BY ¼ HR. % 6.3

TOTAL AUDIENCE { 1,840
(Households (000) & %) { 2.1

NBC TV

G MICHAELS
SPORTS MACHINE
(11:33-11:48PM)
(SUSTAINING 11:48-12:03AM)

AVERAGE AUDIENCE { 1,750
(Households (000) & %) { 2.0
SHARE OF AUDIENCE % 7
13.0 AVG. AUD. BY ¼ HR. % 2.0 1.9

TOTAL AUDIENCE { 2,360
(Households (000) & %) { 2.7

ABC TV

ABC WEEKEND
REPORT-SUN.

AVERAGE AUDIENCE { 2,190
(Households (000) & %) { 2.5
W SHARE OF AUDIENCE % 6
E AVG. AUD. BY ¼ HR. % 2.5

TOTAL AUDIENCE { 4,020
(Households (000) & %) { 4.6

CBS TV

(2)
(-OP) CBS SUNDAY
NEWS-030000
(11:33-11:48PM)
(OP)

AVERAGE AUDIENCE { 4,020
(Households (000) & %) { 4.6
K SHARE OF AUDIENCE % 18.3*
23 * 12
18.4 18.2 AVG. AUD. BY ¼ HR. % 4.7 4.4

TOTAL AUDIENCE { 2,710
(Households (000) & %) { 3.1

NBC TV

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE { 2,530
(Households (000) & %) { 2.9
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 2.9

TV HOUSEHOLDS USING TV	WK. 1	49.0	43.2	35.0	30.7	26.2	22.4	19.8	18.9	16.0	14.0	12.6	11.3	9.5	8.3	7.7	7.4
(See Def. 1)	WK. 2	53.9	48.1	38.6	33.1	27.9	25.1	21.8	19.4	16.5	15.3	13.3	12.3	10.4	9.4	8.1	7.1

U.S. TV Households: 87,400,000

(1) NBC SUNDAY NIGHT MOVIE, FIRST BLOOD, (R), NBC, (9:03-11:03PM)

A-18 (2) CBS SUNDAY MOVIE, GONE WITH THE WIND, PART 1, (R), CBS, (9:33-11:33PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.11, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.29, 1986-JAN.2, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,850 4.4		4,110 4.7											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,800 3.2		3,230 3.7											
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		20 3.1 3.4		16 3.6 3.8											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,530 2.9		2,880 3.3				4,540 5.2		5,420 6.2					
	CBS TV			CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID (MTWTF)(S)(OP)		NEW CARD SHARKS (MTWTF)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,100 2.4		2,360 2.7				3,670 4.2		4,460 5.1					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		15 2.4 2.5		12 2.7 2.8				15 3.9 4.5		17 4.9 5.3					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,200 4.8		5,860 6.7				5,860 6.7		5,510 6.3					
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F (MTWTF)(S)(OP)		SALE OF THE CENTURY (MTWTF)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{		3,320 3.8		4,720 5.4				4,890 5.6		4,630 5.3					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		24 3.7 4.0		23 5.4 5.5				20 5.2 5.9		18 5.2 5.3					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,720 5.4		4,890 5.6											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,760 4.3		3,850 4.4											
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		21 4.3 4.3		20 4.4 4.5											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,410 3.9		3,230 3.7				3,580 4.1		4,110 4.7					
	CBS TV			CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS					
	AVERAGE AUDIENCE (Households (000) & %)	{		2,620 3.0		2,620 3.0				3,150 3.6		3,410 3.9					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		15 3.0 3.0		14 3.1 2.9				15 3.4 3.7		16 3.7 4.0					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		5,680 6.5		5,860 6.7				3,930 4.5		2,970 3.4					
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY		BLOCKBUSTERS					
	AVERAGE AUDIENCE (Households (000) & %)	{		4,460 5.1		4,810 5.5				3,410 3.9		2,620 3.0					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{		25 5.2 5.1		25 5.4 5.5				16 3.9 3.9		13 3.0 3.0					

TV HOUSEHOLDS USING TV	WK. 1	9.5	11.1	12.5	14.6	16.8	18.8	20.7	22.6	24.3	26.2	27.9	28.8	29.4	31.1	31.7	32.7
(See Def. 1)	WK. 2	13.9	15.8	17.3	19.2	20.0	20.8	21.1	21.5	21.9	23.1	23.6	24.0	24.2	24.0	23.7	24.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.5-9, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,970 3.4		2,880 3.3		3,410 3.9		4,720 5.4		9,180 10.5				9,090 10.4			
	ABC TV		FAIRY FORTUNE AND ROMANCE (MTUMF)(OP)		WEBSTER M-F		RYAN'S HOPE (MTUMF)(S)(OP)		LOVING (MTUMF)(S)(OP)		ALL MY CHILDREN (MTUMF)(S)(OP)				ONE LIFE TO LIVE (MTUMF)(S)(OP)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,450 2.8		2,360 2.7		2,880 3.3		4,020 4.6		6,990 8.0				6,900 7.9			
	SHARE OF AUDIENCE %	%	9		8		10		13		22		7.5*		23 *		7.7*	
W E E K 2	AVG. AUD. BY ¼ HR.	%	2.8	2.8	2.5	2.9	3.2	3.3	4.5	4.8	7.1	7.9	8.4	8.6	7.6	7.7	8.1	8.3
	TOTAL AUDIENCE (Households (000) & %)	{	7,520 8.6		9,530 10.9		(S)(OP)		10,400 11.9		8,740 10.0				5,420 6.2			
	CBS TV		PRICE IS RIGHT 1 (MTUMF)(S)(OP)		PRICE IS RIGHT 2 (MTUMF)(S)(OP)(SD)				YOUNG AND THE RESTLESS (MTUMF)(S)(OP)		AS THE WORLD TURNS (MTUMF)(S)(OP)				CAPITOL (MTUMF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,380 7.3		8,130 9.3				7,690 8.8	8.8*	6,730 7.7				4,890 5.6			
W E E K 3	SHARE OF AUDIENCE %	%	24		29				26	26 *	25 *	21 *	21 *		22 *		16	
	AVG. AUD. BY ¼ HR.	%	7.0	7.7	9.0	9.6			9.0	8.8	8.7	8.7	7.6	7.5	7.8	7.7	5.7	5.5
	TOTAL AUDIENCE (Households (000) & %)	{	8,650 9.9		6,560 7.5		4,830 5.3		4,460 5.1		9,700 11.1				7,250 8.3			
	NBC TV		WHEEL OF FORTUNE (MTUMF)(S)(OP)		SCRABBLE (MTUMF)(S)(OP)		WORDPLAY (MTUMF)(S)(OP)				DAYS OF OUR LIVES (MTUMF)(S)(OP)				ANOTHER WORLD (MTUMF)(S)(OP)(SD)			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{	7,170 8.2		5,680 6.5		3,930 4.5		3,670 4.2		7,780 8.9				5,420 6.2			
	SHARE OF AUDIENCE %	%	27		20		13		12		25	8.5*	9.2*	9.2*	18	6.3*	18 *	6.1*
	AVG. AUD. BY ¼ HR.	%	7.9	8.6	6.5	6.6	4.4	4.5	4.0	4.3	8.3	8.8	9.2	9.2	6.5	6.2	6.2	6.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	2,360 2.7		1,920 2.2		2,880 3.3		3,850 4.4		7,780 8.9				8,220 9.4			
	ABC TV		FAIRY FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,920 2.2		1,570 1.8		2,360 2.7		3,320 3.8		6,030 6.9				6,290 7.2			
	SHARE OF AUDIENCE %	%	2.2		7		10		14		23	6.3*	21 *	7.5*	25	7.0*	24 *	7.4*
W E E K 6	AVG. AUD. BY ¼ HR.	%	2.2	2.1	1.8	1.9	2.7	2.8	3.7	3.9	6.0	6.7	7.3	7.6	7.0	7.1	7.3	7.6
	TOTAL AUDIENCE (Households (000) & %)	{	6,120 7.0		7,600 8.7				8,830 10.1		7,520 8.6				4,980 5.7			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,180 5.9		6,640 7.6				6,900 7.9	7.8*	6,030 6.9				4,540 5.2			
W E E K 7	SHARE OF AUDIENCE %	%	24		30				29	29 *	28 *	23	22 *	22 *	24 *		19	
	AVG. AUD. BY ¼ HR.	%	5.5	6.3	7.3	7.8			7.7	8.0	8.0	8.0	6.9	6.9	6.9	5.8	5.2	5.2
	TOTAL AUDIENCE (Households (000) & %)	{	6,730 7.7		5,420 6.2		3,930 4.5		3,760 4.3		8,040 9.2				5,860 6.7			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	{	5,680 6.5		4,720 5.4		3,500 4.0		3,150 3.6		6,380 7.3				4,540 5.2			
	SHARE OF AUDIENCE %	%	27		22		15		13		24	7.1*	23 *	7.6*	18	5.3*	18 *	5.1*
	AVG. AUD. BY ¼ HR.	%	6.1	6.8	5.4	5.4	3.9	4.0	3.5	3.7	6.9	7.3	7.6	7.5	5.4	5.2	5.2	5.1
TV HOUSEHOLDS USING TV		WK. 1	33.2	34.3	35.2	36.4	38.0	38.2	38.2	38.3	38.1	38.4	38.6	38.6	37.4	37.8	37.4	37.9
(See Def. 1)		WK. 2	23.9	24.7	25.3	26.0	26.9	28.0	27.9	28.6	29.4	30.1	29.9	30.1	28.9	28.8	28.0	28.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.5-9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC.29, 1986-JAN.2, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,660 12.2														10,930 12.5
	ABC TV		{		GENERAL HOSPITAL (MTWTF)(S)(OP)(SD)												ABC WORLD NEWS TONIGHT (MTWTF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,130														9,530
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		9.3	9.1*		9.6*									10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,080 8.1														13,980 16.0
	CBS TV		{		GUIDING LIGHT (MTWTF)(SD) (SUS-SD)(S)(OP)												CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,590														11,970
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		6.4	6.3*		6.5*									13.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,860 6.7														12,240 14.0
	NBC TV		{		SANTA BARBARA (MTWTF)(S)(OP)												NBC NIGHTLY NEWS (MTWTF)(S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,540														10,660
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		5.2	5.2*		5.3*									12.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 9,260 10.6														11,360 13.0
	ABC TV		{		GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,340														9,880
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		8.4	8.2*		8.7*									11.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 7,080 8.1														13,020 14.9
	CBS TV		{		GUIDING LIGHT (SD)(SUS-SD)												CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,680														11,270
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		6.5	6.4*		6.4*									12.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 5,730 6.1														13,110 15.0
	NBC TV		{		SANTA BARBARA												NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,930														11,540
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %		4.5	4.2*		4.7*									13.2

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	38.1	38.6	39.1	39.8	40.0	41.6	42.5	44.1	46.2	48.7	50.2	52.2	55.2	57.3	58.4	59.2
	WK. 2	29.6	30.9	31.8	33.1	34.1	37.5	39.0	41.0	43.1	45.5	48.0	50.7	54.1	57.2	59.4	60.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.5-9, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 3, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				1,660 1.9		2,450 2.8		3,150 3.6		3,850 4.4		4,810 5.5		3,500 4.0	
	ABC TV	{				WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,310 1.5		1,920 2.2		2,530 2.9		3,320 3.8		4,110 4.7		2,880 3.3	
	SHARE OF AUDIENCE %	{				11		12		14		15		16		10	
W E E K 2	AVG. AUD. BY ¼ HR.	{				1.2	1.8	2.1	2.4	2.7	3.2	3.6	4.1	4.6	4.7	3.2	3.4
	TOTAL AUDIENCE (Households (000) & %)	{				2,190 2.5		2,360 2.7		5,770 6.6				5,330 6.1		5,860 6.7	
	CBS TV	{				BERNSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,660 1.9		2,100 2.4		3,670 4.2				4,460 5.1		5,070 5.8	
W E E K 3	SHARE OF AUDIENCE %	{				14		13		18	18 *		18 *	17		18	
	AVG. AUD. BY ¼ HR.	{				1.7	2.1	2.4	2.5	3.5	3.9	4.4	4.9	4.9	5.2	5.8	5.9
	TOTAL AUDIENCE (Households (000) & %)	{				2,880 3.3		3,320 3.8		3,760 4.3		4,280 4.9		5,860 6.7		6,730 7.7	
	NBC TV	{				KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{				2,270 2.6		2,970 3.4		3,150 3.6		3,500 4.0		4,630 5.3		5,590 6.4	
	SHARE OF AUDIENCE %	{				21		21		19		18		19		21	
	AVG. AUD. BY ¼ HR.	{				2.3	2.9	3.3	3.6	3.4	3.9	4.1	3.9	4.9	5.6	6.2	6.6
	TOTAL AUDIENCE (Households (000) & %)	{				2,010 2.3		1,500 4.0		4,460 5.1		5,410 6.3		5,860 6.5		5,410 6.3	
W E E K 5	ABC TV	{				WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,570 1.8		2,970 3.4		3,930 4.5		4,890 5.6		5,070 5.8		4,540 5.2	
	SHARE OF AUDIENCE %	{				12		18		20		21		20		18	
	AVG. AUD. BY ¼ HR.	{				1.6	2.0	3.0	3.8	4.4	4.6	5.4	5.8	5.5	6.1	5.3	5.1
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{				2,620 3.0		3,150 3.6		6,030 6.9				5,770 6.6		5,510 6.3	
	CBS TV	{				BERNSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,100 2.4		2,620 3.0		4,280 4.9	4.4 *		5.3 *	5,160 5.9		4,460 5.1	
	SHARE OF AUDIENCE %	{				16		16		20	19 *		20 *	20		17	
W E E K 7	AVG. AUD. BY ¼ HR.	{				2.2	2.7	2.7	3.4	4.1	4.7	5.3	5.4	5.9	5.9	5.2	5.0
	TOTAL AUDIENCE (Households (000) & %)	{				4,110 4.7		4,980 5.7		5,070 5.8		6,120 7.0		6,990 8.0		6,900 7.9	
	NBC TV	{				KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,320 3.8		4,110 4.7		4,460 5.1		5,160 5.9		6,210 7.1		6,030 6.9	
W E E K 8	SHARE OF AUDIENCE %	{				26		24		22		22		24		23	
	AVG. AUD. BY ¼ HR.	{				3.5	4.1	4.3	5.0	4.9	5.3	5.8	6.0	7.2	7.0	6.9	6.9
	TV HOUSEHOLDS USING TV WK. 1	7.4	8.7	9.7	11.3	13.7	16.4	18.8	21.2	22.3	23.9	25.9	27.9	30.4	32.5	33.3	33.8
	(See Def. 1) WK. 2	8.0	9.7	10.5	12.6	15.0	17.1	19.4	22.1	22.9	24.2	26.4	28.2	30.2	31.3	30.3	29.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. JAN. 10, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 3, 1987

W
E
E
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1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	{ 4,720 5.4		4,370 5.0		4,200 4.8		3,150 3.6		2,710 3.1							
ABC TV		BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS		(1)		LITTLES		AMERICAN BANDSTAND							
AVERAGE AUDIENCE (Households (000) & %)	{ 3,930 4.5		3,850 4.4		3,580 4.1		2,710 3.1		2,190 2.5							
SHARE OF AUDIENCE %	13		12		11		8		6							
AVG. AUD. BY 1/4 HR. %	4.3	4.8	4.4	4.4	4.1	4.1	3.0	3.2	2.5	2.5						
TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.0		4,280 4.9		4,200 4.8		4,200 4.8									
CBS TV		GALAXY HIGH SCHOOL	CBS STORYBREAK		ROCK N WRESTLING-1 (SO)		ROCK N WRESTLING-2									
AVERAGE AUDIENCE (Households (000) & %)	{ 4,370 5.0		3,580 4.1		3,500 4.0		3,850 4.4									
SHARE OF AUDIENCE %	14		11		10		11									
AVG. AUD. BY 1/4 HR. %	4.9	5.1	4.1	4.1	3.8	4.1	4.5	4.3								
TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.0		6,210 7.1		10,050 11.5		31,640 36.2									
NBC TV		FOOFUR(B) (SO)	IT'S PUNKY BREWSTER(B) (SO)		NFL '86-SAT.				NFL PLAYOFF GAME-SAT. N.Y. JETS VS CLEVELAND (12:30-4:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.5		4,980 5.7		8,220 9.4		17,390 19.9	13.9*	18.0*		20.3*		19.5*		20.7*	
SHARE OF AUDIENCE %	16		16		26		46	35 *	43 *		48 *		46 *		48 *	
AVG. AUD. BY 1/4 HR. %	5.5	5.5	5.4	5.9	8.8	10.0	13.1	14.7	17.0	19.0	20.4	20.1	19.9	19.1	20.1	21.0

W
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E
K
2

TOTAL AUDIENCE (Households (000) & %)	{ 6,210 7.1		4,280 4.9		4,630 5.3		4,810 5.5		4,460 5.1							
ABC TV		BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS		ABC WEEKEND SPECIALS		LITTLES		AMERICAN BANDSTAND							
AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 5.9		3,670 4.2		4,020 4.6		3,850 4.4		3,320 3.8							
SHARE OF AUDIENCE %	19		13		14		13		11							
AVG. AUD. BY 1/4 HR. %	5.7	6.2	4.2	4.1	4.5	4.6	4.6	4.3	3.9	3.7						
TOTAL AUDIENCE (Households (000) & %)	{ 4,540 5.2		4,280 4.9		3,670 4.2		3,410 3.9						9,960 11.4			
CBS TV		GALAXY HIGH SCHOOL	CBS STORYBREAK		ROCK N WRESTLING-1 (SO)		ROCK N WRESTLING-2						CBS NCAA BASKETBALL-SAT NORTH CAROLINA VS DUKE (2:00-4:10PM)			
AVERAGE AUDIENCE (Households (000) & %)	{ 3,930 4.5		3,670 4.2		2,880 3.3		2,880 3.3						4,280 4.9	4.2*		5.0*
SHARE OF AUDIENCE %	14		13		10		10						14	13 *		14 *
AVG. AUD. BY 1/4 HR. %	4.4	4.5	4.1	4.3	3.4	3.2	3.4	3.2					4.1	4.2	4.8	5.2
TOTAL AUDIENCE (Households (000) & %)	{ 5,770 6.6		6,470 7.4		4,980 5.7		3,150 3.6		8,480 9.7							
NBC TV		FOOFUR (SO)	IT'S PUNKY BREWSTER (SO)		LAZER TAG ACADEMY		KIDD VIDEO						BOY TOUR-CHAMPIONS (1:00-4:10PM)			
AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 5.7		5,770 6.6		4,280 4.9		2,530 2.9		2,880 3.3	3.1*		3.0*		3.4*		3.4*
SHARE OF AUDIENCE %	18		20		15		9		9	9 *		9 *		10 *		10 *
AVG. AUD. BY 1/4 HR. %	5.7	5.6	6.4	6.7	5.0	4.8	3.1	2.8	3.2	3.1	2.9	3.1	3.5	3.3	3.4	3.4

TV HOUSEHOLDS USING TV WK. 1	34.5	35.5	35.5	37.6	37.5	38.5	39.7	41.4	41.6	42.3	43.2	42.3	41.6	42.3	43.3	43.0
(See Def. 1) WK. 2	30.5	32.1	32.4	32.5	32.8	33.4	33.8	34.1	33.9	33.5	32.7	32.8	33.7	34.3	35.3	37.2

U.S. TV Households: 87,400,000

(1) ABC WEEKEND SPECIALS, ADVENTURES/CON SAWYER/HUCKELMARY FINN, P2, ABC, (12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. JAN. 10, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																	8,390 9.6 ABC WRLD NEWS TONIGHT-SAT
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	7,170 8.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																	13 8.3 8.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,810 5.5		38,890 44.5												
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{			3,580 4.1		20,010 22.9		7.4*		16.4*		25.5*		25.7*		26.5*		28.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			9 3.9		43 7.0		16* 7.9		34* 10.3		51* 22.5		50* 24.9		47* 26.1		49* 29.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{									7,250 8.3								8,130 9.3 NBC NIGHTLY NEWS- SAT.
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{									5,240 6.0								6,640 7.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{									12 7.0								12 7.5 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,180 10.5							12,940 14.8									11,710 13.4 ABC WRLD NEWS TONIGHT-SAT
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,460 5.1	4.3*		5.0*		6.2*		6,210 7.1	7.3*		6.7*		7.4*				9,700 11.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	13 4.1	11* 4.4		13* 5.1		15* 6.5		16 7.1	17* 7.4		15* 6.4		16* 7.1				20 10.9 11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,790 11.2												10,310 11.8 CBS SAT. NEWS- SCHIEFFER
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					3,760 4.3		4.5*		4.2*		4.0*		4.6*				8,220 9.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					10 4.7		11* 4.4		10* 4.2		10* 4.1		10* 4.2				17 9.1 9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						12,850 14.7											
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					4,890 5.6		4.7*		5.3*		5.5*		6.3*				6.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					12 4.1		12* 4.3		13* 4.8		12* 4.7		13* 5.3				13* 6.4
TV HOUSEHOLDS USING TV			WK. 1	43.2	44.6	45.0	46.2	47.3	48.3	48.8	49.5	50.9	52.6	53.4	55.2	57.8	60.0	61.8	62.8
(See Def. 1)			WK. 2	38.1	38.2	38.4	39.8	40.6	42.2	42.3	42.4	42.7	44.3	46.4	49.0	51.7	53.7	54.4	56.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 4, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

FOR OUR TIMES
(6:55)7,600
8.74,110
4.7

SUNDAY MORNING

FACE THE NATION

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,930

3,320

4.5

3.3*

4.7*

5.4*

3.8

19

18 *

20 *

19 *

10

2.9

3.7

4.5

5.0

5.5

5.4

3.7

3.9

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

7,690
8.83,150
3.6

SUNDAY MORNING

FACE THE NATION

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,280

2,800

4.9

4.5*

5.2*

5.0*

3.2

20

21 *

21 *

18 *

10

3.9

5.0

5.2

5.3

4.9

5.2

3.2

3.2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	6.4	7.0	8.0	9.6	11.2	13.3	15.9	18.1	20.7	23.3	25.8	28.7	30.3	30.9	31.9	33.2
(See Def. 1) WK. 2	6.9	7.5	9.0	10.6	13.6	15.2	16.8	18.6	20.9	23.8	26.3	27.8	29.5	31.7	32.0	33.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. JAN. 11, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

5,510 2,010
6.3 2.3
← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,500 1,750
4.0 3.7* 4.2* 2.0
11 10* 11* 5
3.7 3.8 4.2 4.1 2.0 2.0

W

TOTAL AUDIENCE {
(Households (000) & %)

10,840 35,050
12.4 40.1

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,040 21,240
9.2 24.3 18.3* 24.2* 26.8* 25.4* 26.3*
26 52 45* 53* 55* 53* 54*
8.0 10.4 16.3 20.3 23.2 25.1 26.7 26.9 26.0 24.9 26.5 26.2

K

1

TOTAL AUDIENCE {
(Households (000) & %)

3,410
3.9
MEET THE PRESS

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,800
3.2
9
3.1 3.2

TOTAL AUDIENCE {
(Households (000) & %)

5,510 2,100
6.3 2.4
← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,580 1,570
4.1 3.7* 4.5* 1.8
11 10* 11* 4
3.5 3.9 4.5 4.5 1.8 1.8

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE {
(Households (000) & %)

2,820 9,790 39,330
3.0 11.2 45.0

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,100 7,690 24,820
2.4 8.8 28.4 20.3* 25.8* 29.1* 27.8* 30.4*
7 24 58 48* 55* 59* 56* 58*
2.4 2.4 7.4 10.2 17.6 23.0 24.8 26.9 28.8 29.4 28.1 27.5 29.9 31.0

TV HOUSEHOLDS USING TV (See Col. 1)	WK. 1	33.3	33.9	35.7	36.9	37.5	38.8	41.1	43.8	45.1	47.5	48.4	48.3	48.4	47.8	48.8	49.0
	WK. 2	33.4	34.9	36.5	37.3	39.9	41.5	44.3	46.8	47.5	49.0	50.2	50.9	50.4	51.0	52.2	52.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 4, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																9,960 11.4 ABC WORLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																8,220 9.4
	SHARE OF AUDIENCE %																16 9.3 9.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,340 8.4 CBS EVENING NEWS- SUNDAY
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,590 6.4
	SHARE OF AUDIENCE %																10 5.5 7.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																7,340 8.4 ABC WORLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,210 7.1
	SHARE OF AUDIENCE %																11 6.8 7.4
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																7,520 8.6 NBC NIGHTLY NEWS- SUN
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,120 7.0
	SHARE OF AUDIENCE %																11 6.9 7.2
TV HOUSEHOLDS USING TV WK. 1		48.9	49.2	49.4	49.1	50.3	51.0	51.7	52.6	53.7	54.5	55.8	56.8	59.2	61.2	62.8	63.5
(See Def. 1)		WK. 2	52.4	52.5	53.5	54.5	55.6	54.7	53.8	54.2	55.7	56.8	57.6	61.5	63.2	65.4	66.7

U.S. TV Households 87,400,000

(1) CBS NFL PLAYOFF POST-SUN., CBS, (3:47-4:09PM)(S) (2) NFL PLAYOFF POST-SU, NBC, (4:26-4:44PM)(S)

For explanation of symbols, See page A.

DAY SUN. JAN. 11, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-MON		9.54- 9.55PM	9.45	9,440	10.8	9,440	10.8	17	10.8			9,610	11.0	9,610	11.0				
CBS WE THE PEOPLE-SUS.(SUS)	2	8.58- 8.59PM	8.45									8,910	10.2	8,910	10.2				
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	13,110	15.0	13,110	15.0	24	15.0			14,950	17.1	14,950	17.1				
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	7,870	9.0	7,870	9.0	14	9.0										
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	9,960	11.4	9,960	11.4	21	11.4			14,250	16.3	14,250	16.3				
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	9,610	11.0	9,610	11.0	21	11.0			12,150	13.9	12,150	13.9				
CBS WE THE PEOP.E-SUS(SUS)		8.58- 8.59PM	8.45																
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,300	9.5	8,300	9.5	14	9.5			8,040	9.2	8,040	9.2				
NBC ORANGE BOWL GAME(S)	1	8.23-11.40PM	-GRID	30,240	34.6	13,980	16.0	25											
			11.00						10.9										
			11.15						10.0										
			11.30						11.3										
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.42- 8.44PM	8.30	10,580	12.1	10,310	11.8	18	11.8			12,590	14.4	12,590	14.4				
	2	8.42- 8.43PM	8.30									6,470	7.4	6,470	7.4				
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	7,250	8.3	7,250	8.3	12	8.3										
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45																
NBC FIESTA BOWL(S)	1	8.00-11.44PM	-GRID	36,800	42.1	21,760	24.9	38											
			11.00						28.5										
			11.15						29.7										
			11.30						26.4										
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	6,730	7.7	6,730	7.7	12	7.7			6,560	7.5	6,560	7.5				
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	7,870	9.0	7,870	9.0	15	9.0			7,250	8.3	7,250	8.3				
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	11,710	13.4	11,710	13.4	21	13.4			10,490	12.0	10,490	12.0				
CBS NEWSBREAK-SAT.	2	9.53- 9.54PM	9.45									9,610	11.0	9,610	11.0				
	1	10.01-10.02PM	10.00	10,050	11.5	10,050	11.5	19	11.5										
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	14,420	16.5	14,420	16.5	26	16.5			14,860	17.0	14,860	17.0				
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45									12,590	14.4	12,590	14.4				
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.58- 8.59PM	8.45	12,150	13.9	12,150	13.9	19	13.9			13,370	15.3	12,590	14.4				
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SUN.	1	9.50- 9.52PM	9.45	11,270	12.9	11,100	12.7	19	12.7			12,850	14.7	12,850	14.7				
	2	9.52- 9.53PM	9.45																
CBS CBS NFC CHAMPIONSHIP POST(S)	2	7.15- 7.33PM	-GRID									25,000	28.6	23,250	26.6				
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	#	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVERNING SUNDAY-CONT'D																			
CBS CBS NFC CHAMPIONSHIP POST(S)-CONT'D			7.30														24.4		
CBS 60 MINUTES	2	7.33- 8.33PM	-GRID 8.30									31,640	36.2	23,770	27.2	39		26.8	
CBS MURDER, SHE WROTE	2	8.33- 9.33PM	-GRID 9.30									28,140	32.2	20,890	23.9	33		22.0	
CBS SPORTSBREAK-SUN	1	8.30- 8.31PM	8.30	22,460	25.7	22,460	25.7	36	25.7			20,800	23.8	20,800	23.8	33	23.8		
	2	9.03- 9.04PM	9.00									24,820	28.4	15,820	18.1	28	14.9		
CBS CBS SUNDAY MOVIE	2	9.33-11.33PM	-GRID 11.30																
CBS NEWSBREAK-SUN.	1	9.53- 9.54PM	9.45	15,910	18.2	15,910	18.2	27	18.2			11,890	13.6	11,890	13.6	20	13.6		
	2	10.31-10.32PM	10.30																
NBC NFL PLAYOFF GAME-SUN.(S)	1	4.00- 7.21PM	-GRID 7.15	36,710	42.0	21,500	24.6	45											
							26.3*	41*	22.3										
NBC NFL PLAYOFF POST-SUN.(S)	1	7.21- 7.33PM	-GRID 7.30	14,950	17.1	14,950	17.1	27	15.7										
NBC OUR HOUSE	1	7.33- 8.33PM	-GRID 8.30	15,560	17.8	10,580	12.1	18	11.9										
NBC VALERIE	1	8.33- 9.03PM	-GRID	12,500	14.3	10,400	11.9	17											
			9.00						15.4										
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45									10,050	11.5	10,050	11.5	16	11.5		
NBC NBC NEWS DIGEST-2-SUN.	1	10.01-10.02PM	10.00	11,270	12.9	11,270	12.9	19	12.9										
EVERNING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	1	11.30-12.01AM	11.30	6,030	6.9	4,720	5.4	14	6.0	MTUTHF		6,290	7.2	4,810	5.5	15	6.2	M-F	
	2	>	11.30												5.6*	15*	5.0	M-F	
			11.45						4.8	MTUTHF					4.6*	16*	4.6	THU.	
			12.00						4.0	MTUTHF									
ABC NEW YEAR'S ROCKIN EVE(S)	1	11.30-12.30AM	11.30	19,050	21.8	11,190	12.8	31	11.9	WED.									
			11.45				13.3*	30*	14.7	WED.									
			12.00						13.8	WED.									
			12.15				12.2*	31*	10.6	WED.									
ABC JIMMY BRESLIN'S PEOPLE-FR	1	12.01- 1.00AM	12.00	1,570	1.8	700	.8	3	1.0	FRI.									
			12.15				.9*	3*	.9	FRI.									
			12.30						.7	FRI.									
			12.45				.7*	3*	.7	FRI.									
ABC DICK CAVETT-THU(S)	1	12.31- 1.30AM	12.30	1,750	2.0	1,050	1.2	6	1.5	THU.									
			12.45				1.4*	6*	1.3	THU.									
			1.00						.9	THU.									
			1.15				.9*	5*	.8	THU.									
ABC DICK CAVETT-TUE	1	12.31- 1.30AM	12.30	1,050	1.2	790	.9	5	1.1	TUE.									
			12.45				1.0*	5*	.9	TUE.									
			1.00						.9	TUE.									
			1.15				.8*	5*	.7	TUE.									
CBS WE THE PEOPLE		>	8.45	12,410	14.2	12,410	14.2	22	13.4	MTUTH		11,010	12.6	11,010	12.6	18	12.6	TU&TH	
			9.15						15.9	THU.									

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2											
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																							
CBS NEWSBREAK-M-F		>	9.45	9,790	11.2	9,790	11.2	18	11.2	M-F	12,670	14.5	12,940	14.8	22	14.5	M-F						
CBS CBS LATE NIGHT I	1	>	11.30	7,250	8.3	4,980	5.7	18	5.7	MTUTHF													
	2	11.30-12.36AM	11.30								6,560	7.5	4,630	5.3	19	5.5	M-TH						
			11.45					15*	5.6	MTUTHF				5.5*	17*	5.4	M-TH						
			12.00						5.9	MTUTHF						5.3	M-TH						
			12.15					21*	5.9	MTUTHF				5.2*	21*	5.1	M-TH						
			12.30					22*	5.7	MTUTHF				5.0*	25*	5.0	M-TH						
CBS HAPPY NEW YEAR, AMERICA(S)	1	11.30- 1.30AM	11.30	17,390	19.9	6,210	7.1	20	8.7	WED.													
			11.45					21*	9.3	WED.													
			12.00						8.8	WED.													
			12.15					20*	7.1	WED.													
			12.30						6.2	WED.													
			12.45					18*	5.5	WED.													
			1.00						5.8	WED.													
			1.15					20*	5.0	WED.													
CBS KEEP ON CRUISIN	2	11.30-12.30AM	11.30								2,970	3.4	1,570	1.8	5	2.5	FRI.						
			11.45											2.2*	5*	2.0	FRI.						
			12.00													1.4	FRI.						
			12.15											1.4*	4*	1.3	FRI.						
CBS CBS LATE NIGHT II		>	12.30	4,630	5.3	3,500	4.0	20	4.5	MTUTHF	3,930	4.5	3,150	3.6	19	3.9	M-F						
			12.45					19*	4.1	MTUTHF				3.7*	18*	3.6	M-F						
			1.00						3.9	MTUTHF						3.5	M-F						
			1.15					21*	3.7	MTUTHF				3.5*	21*	3.4	M-F						
		VARIOUS TIMES	(SUS)																				
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,400	1.6	1,140	1.3	12	1.3	MTUTHS	1,310	1.5	1,220	1.4	13	1.4	M-THSU						
			2.15						1.3	MTUTHS						1.3	M-THSU						
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	*GRID	1,400	1.6	1,220	1.4	16		MTUTHS	1,570	1.8	1,400	1.6	19		M-THSU						
			2.30						1.5	MTUTHS						1.7	M-THSU						
			2.45						1.4	MTUTHS						1.6	M-THSU						
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,920	2.2	960	1.1	19	1.5	MTUTHS	2,190	2.5	1,140	1.3	22	1.8	M-THSU						
			3.15					19*	1.3	MTUTHS				1.7*	24*	1.7	M-THSU						
			3.30						1.3	MTUTHS						1.5	M-THSU						
			3.45					20*	1.2	MTUTHS				1.5*	23*	1.5	M-THSU						
			4.00						1.1	MTUTHS						1.3	M-THSU						
			4.15					19*	1.1	MTUTHS				1.3*	22*	1.3	M-THSU						
			4.30						1.1	MTUTHS						1.2	M-THSU						
			4.45					19*	1.1	MTUTHS				1.2*	23*	1.1	M-THSU						
			5.00						1.0	MTUTHS						1.1	M-THSU						
			5.15					20*	1.0	MTUTHS				1.1*	21*	1.1	M-THSU						
			5.30						1.0	MTUTHS						1.1	M-THSU						
			5.45					19*	1.0	MTUTHS				1.1*	20*	1.1	M-THSU						
NBC NBC NEWS DIGEST M-F		>	8.45	11,270	12.9	12,500	14.3	22	9.7	M-F	11,620	13.3	11,620	13.3	19	13.2	M-F						
			9.00													13.7	MON.						
			9.45																				
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45								10,580	12.1	10,580	12.1	18	12.1	TU&TH						
NBC TONIGHT SHOW		>	11.30	10,140	11.8	6,030	6.9	21	7.8	M-F	10,310	11.8	6,470	7.4	23	8.1	M-F						
			11.45					20*	7.6	M-F				7.8*	21*	7.5	M-F						
CONT'D																							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
NBC TONIGHT SHOW-CONT'D			12.00						7.1	M-F						7.5	M-F	
			12.15				6.8*	21*	6.6	M-F				6.9*	24*	6.4	M-F	
			12.30						6.6	TH&F								
			12.45				6.3*	22*	5.9	TH&F								
			1.00						5.7	TH&F								
			1.15				5.7*	24*	5.7	TH&F								
NBC DAVID LETTERMAN I			> 12.30	5,510	6.3	4,370	5.0	21	5.5	M-TH	4,370	5.0	3,670	4.2	20	4.4	M-TH	
			12.45						5.4	M-W						3.9	M-TH	
			1.00						3.9	THU.								
			1.15						3.7	THU.								
			1.30						4.0	THU.								
NBC FRIDAY NIGHT VIDEOS			2 12.30- 2.00AM	12.30							7,430	8.5	4,020	4.6	20	6.2	FRI.	
			12.45											5.6*	21*	5.0	FRI.	
			1.00												4.6	FRI.		
			1.15											4.4*	19*	4.1	FRI.	
			1.30												3.9	FRI.		
			1.45											3.7*	20*	3.4	FRI.	
NBC DAVID LETTERMAN II			> 1.00	4,810	5.5	3,930	4.5	23	5.1	M-TH	3,320	3.8	2,800	3.2	19	3.4	M-TH	
			1.15						4.6	M-W						2.9	M-TH	
			1.30						3.4	THU.								
			1.45						3.3	THU.								
NBC FRIDAY NIGHT VIDEOS			1 1.16- 2.46AM	2.00	6,380	7.3	3,500	4.0	24	3.1	THU.							
			1.15						5.3	FRI.								
			1.30						4.7	FRI.								
			1.45					4.5*	24*	4.2	FRI.							
			2.00						3.6	FRI.								
			2.15					3.5*	24*	3.4	FRI.							
			2.30						3.0	FRI.								
			2.45					3.0*	25*	2.4	FRI.							
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A			6.15- 6.30AM	6.15	870	1.0	870	1.0	13	1.0	M-F	1,050	1.2	960	1.1	11	1.1	M-F
ABC ABC WORLD NEWS-MORN-645A			6.45- 7.00AM	6.45	1,490	1.7	1,400	1.6	16	1.6	M-F	2,100	2.4	2,010	2.3	16	2.3	M-F
ABC FAME,FORTUNE&ROMANCE(B)			1 11.00-11.30AM	11.00	3,150	3.6	2,530	2.9	6	2.8	THU.							
			11.15						3.0	THU.								
ABC FLORIDA CITRUS BOWL(S)			1 12.00- 3.30PM	12.00	20,630	23.6	6,900	7.9	16	6.2	THU.							
			12.15					6.8*	13*	7.3	THU.							
			12.30						7.6	THU.								
			12.45					7.8*	15*	8.0	THU.							
			1.00						9.6	THU.								
			1.15					10.2**	19**	10.7	THU.							
			1.30						9.7	THU.								
			1.45					8.7*	17*	7.6	THU.							
			2.00						7.4	THU.								
			2.15					7.4*	15*	7.3	THU.							
			2.30						6.9	THU.								
			2.45					6.7*	13*	6.5	THU.							
			3.00						7.1	THU.								
			3.15					7.5*	15*	7.9	THU.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45 3.15	6,990	8.0	6,990	8.0	21	8.1 7.3	M-F THU.		6,380	7.3	6,380	7.3	26	7.3	M-F	
ABC SUGAR BOWL(S)	1	3.30- 7.07PM	3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45 6.00 6.15 6.30 6.45 7.00	21,330	24.4	7,520	8.6 8.3*	16 17*	8.1 8.5 8.9 9.5 9.7 9.8 9.5 7.2 7.9 8.1 8.4 8.3 8.1 8.5 8.7	THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU.									
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									8,570	9.8	5,940	6.8 6.4* 7.2* 7.2*	19 18* 19*	6.2 6.6 7.2 7.2	WED. WED. WED. WED.	
CBS CBS EARLY MORNING NEWS		6.00- 6.30AM	6.00 6.15	1,050	1.2	960	1.1	15	1.0 1.1	M-F M-F		1,310	1.5	1,140	1.3	15	1.1 1.4	M-F M-F	
CBS COTTON BOWL PARADE(S)	1	10.00-11.30AM	10.00 10.15 10.30 10.45 11.00 11.15	19,230	22.0	10,400	11.9 9.2*	28 24*	7.5 10.9 12.6 13.5 13.8 13.4	THU. THU. THU. THU. THU. THU.									
CBS TOURNAMENT-ROSES PARADE(S)	1	11.30- 1.30PM	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	22,110	25.3	12,590	14.4 13.5*	28 29*	13.6* 13.4 13.6 14.9 15.0 15.3 14.1 14.0*	THU. THU. THU. THU. THU. THU. THU. THU.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,520	8.6	7,170	8.2	25	8.2	MTUWTF		5,860	6.7	5,590	6.4	25	6.4	M-F	
CBS COTTON BOWL GAME(S)	1	1.30- 5.19PM	1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45	29,020	33.2	11,890	13.6 14.3*	27 28*	13.3 15.4 15.1 15.4 16.1 16.1 15.7 14.8* 12.6 11.8	THU. THU. THU. THU. THU. THU. THU. THU. THU. THU.									
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS COTTON BOWL GAME(S)-CONT'D			4.00						12.1	THU.							
			4.15						12.2	THU.							
			4.30						11.7	THU.							
			4.45						12.1*	25*							
			5.00						12.4	THU.							
			5.15						11.3	THU.							
									10.1	THU.							
CBS NEWSBREAK-3.44		>	3.30	5,330	6.1	5,330	6.1	17	6.1	MTUWF	4,980	5.7	4,980	5.7	19	5.7	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,980	5.7	4,980	5.7	15	5.7	MWF	4,460	5.1	4,460	5.1	16	5.1	MWF
CBS AMERICAN TREASURY SUS(SUS)	2	3.58- 3.59PM	3.45														THU.
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
CBS CBS SCHOOLBREAK SPECIALS(S)	1	4.00- 5.00PM	4.00	7,780	8.9	5,330	6.1	16	6.0	TUE.							
			4.15						6.1	TUE.							
			4.30						6.1	TUE.							
			4.45						6.3	TUE.							
CBS COTTON BOWL POST(S)	1	5.19- 5.30PM	5.15	6,210	7.1	6,560	7.5	14	7.5	THU.							
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,920	2.2	1,490	1.7	18	1.5	M-F	2,800	3.2	2,010	2.3	17	1.7	M-F
			6.45						1.9	M-F						2.8	M-F
NBC FAMILY TIES M-F (THU)(B)	1	10.00-10.30AM	10.00	4,630	5.3	3,580	4.1	11	3.7	THU.							
			10.15						4.5	THU.							
NBC SALE OF THE CENTURY-TH(B)	1	10.30-11.00AM	10.30	4,370	5.0	3,760	4.3	10	4.2	THU.							
			10.45						4.3	THU.							
NBC TOURNAMENT-ROSES PARADE-N(S)	1	11.00- 1.30PM	11.00	21,760	24.9	10,840	12.4	25	9.1	THU.							
			11.15						9.9*	24*							
			11.30						10.7	THU.							
			11.45						11.9	THU.							
			12.00						12.2*	26*							
			12.15						12.6	THU.							
			12.30						13.8	THU.							
			12.45						13.5	THU.							
			1.00						13.5	THU.							
			1.15						13.6	THU.							
									13.3	THU.							
									13.2	THU.							
									12.4	THU.							
NBC KISSYFUR SPECIAL(S)	1	1.30- 2.00PM	1.30	8,570	9.8	6,730	7.7	15	8.1	THU.							
			1.45						7.3	THU.							
NBC PUNKY BREWSTER-THU(S)	1	2.00- 2.30PM	2.00	8,040	9.2	6,640	7.6	16	7.5	THU.							
			2.15						7.7	THU.							
NBC NEW YEAR'S DAY MOVIE(S)	1	2.30- 4.30PM	2.30	14,600	16.7	8,130	9.3	19	7.6	THU.							
			2.45						7.9*	16*							
			3.00						8.3	THU.							
			3.15						8.6	THU.							
			3.30						8.8*	18*							
			3.45						8.9	THU.							
			4.00						9.5	THU.							
			4.15						9.8*	20*							
									10.1	THU.							
									10.9	THU.							
									10.2	THU.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,460	5.1	4,460	5.1	14	5.1	MWF	4,110	4.7	4,110	4.7	16	4.7	MWF
NBC MAIN STREET 4(S)	2	4.00- 5.00PM	4.00								5,860	6.7	3,320	3.8	10	3.7	TUE.
			4.15													3.5	TUE.
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
NBC MAIN STREET 4(S)-CONT'D				4.30 4.45													
NBC ROSE BOWL FOOTBALL PRE(S)				1 4.30- 4.50PM	4.30 4.45	6,990 8.0	6,380 7.3	15	7.3 7.2	THU. THU.							
NBC ROSE BOWL GAME(S)				1 4.50- 8.23PM	4.45 5.00 5.15 5.30 5.45 6.00 6.15 6.30 6.45 7.00 7.15 7.30 7.45 8.00 8.15	32,780 37.5	15,470 17.7	30	8.0 10.8 16.0 18.5 17.8 17.6 17.7 16.6 14.7 18.0 19.5 21.1 22.0 23.8 22.2	THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU. THU.							
DAY SATURDAY																	
CBS IN THE NEWS- 8.26AM-SUS(SUS)				8.26- 8.29AM	8.15												
CBS IN THE NEWS- 8.56AM-SUS(SUS)				8.56- 8.59AM	8.45												
CBS IN THE NEWS-12.26PM				12.26-12.29PM	12.15	4,020 4.6	3,850 4.4	11	4.4		2,880 3.3	2,800 3.2	10	3.2			
CBS CBS NCAA BASKETBALL-SAT				2 2.00- 4.10PM	-GRID 4.00						9,960 11.4	4,280 4.9	14	5.4			
NBC ONE TO GROW ON-8:28AM				8.28- 8.30AM	8.15	2,800 3.2	2,710 3.1	23	3.1		4,020 4.6	3,930 4.5	28	4.5			
NBC ONE TO GROW ON-8:58AM				8.58- 9.00AM	8.45	2,710 3.1	2,710 3.1	18	3.1		4,460 5.1	4,370 5.0	24	5.0			
NBC ONE TO GROW ON-10:28AM				10.28-10.30AM	10.15	4,890 5.6	4,630 5.3	19	5.3		6,210 7.1	5,940 6.8	23	6.8			
NBC ONE TO GROW ON-11:28AM				11.28-11.30AM	11.15	4,810 5.5	4,630 5.3	15	5.3		5,160 5.9	4,890 5.6	17	5.6			
NBC ONE TO GROW ON-11:58AM				2 11.58-12.00NN	11.45						6,290 7.2	6,120 7.0	21	7.0			
NBC ONE TO GROW ON-11:58AM(B)				1 11.58-12.00NN	11.45	5,770 6.6	5,510 6.3	17	6.3								
NBC NFL PLAYOFF GAME-SAT.(S)				1 12.30- 4.46PM	-GRID 4.45	31,640 36.2	17,390 19.9	46	20.1* 41*	10.3							
NBC MONY TOURN-CHAMPIONS(S)				2 1.00- 4.19PM	-GRID 4.15						8,480 9.7	2,880 3.3	9	4.1* 10*	3.8		
DAY SUNDAY																	
CBS CBS NFL PLAYOFF GAME-SUN.(S)				1 12.30- 3.47PM	-GRID 3.45	35,050 40.1	21,240 24.3	52	23.4* 48*	22.4							
CBS CBS NFL PLAYOFF POST-SUN.(S)				1 3.47- 4.09PM	-GRID 4.00	13,810 15.8	11,890 13.6	28		11.1							
NBC NFL PLAYOFF GAME-SU(S)				2 12.30- 4.26PM	-GRID 4.15						39,330 45.0	24,820 28.4	56	29.2* 53*	25.9		

Client Notice

March 6, 1987

NIELSEN NATIONAL TV RATINGS REPORT 1ST JANUARY 1987 REPORT December 29, 1986-January 11, 1987

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

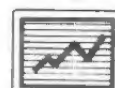
Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					TELE- CAST DAYS
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE % % HR	
PAGE A-10 EVENING FRIDAY NBC FIESTA BOWL(S)	1	8.00-11.44PM	8.00	36,970	42.3	21,940	25.1	38	18.6
			8.15				20.1*	31*	21.5
			8.30						23.2
			8.45				23.7*	35*	24.2
			9.00						25.3
			9.15				25.3*	37*	25.4
			9.30						24.8
			9.45				23.6*	35*	22.4
			10.00						26.0
			10.15				26.4*	39*	26.7
			10.30						26.6
			10.45				26.5*	40*	26.3
			11.00						28.7
			11.15				29.2*	47*	29.8
			11.30				26.5*	48*	26.5

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME					NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PAGE 18 EVENING CONT'D													
FIESTA BOWL(S)						211		99		A	25.1	38	2194
1 FRI. 8.00P 224 NBC SE													
8.00-8.30										A	20.1	31	1757
8.30-9.00										A	23.7	35	2071
9.00-9.30										A	25.3	37	2211
9.30-10.00										A	23.6	35	2063
10.00-10.30										A	26.4	39	2307
10.30-11.00										A	26.5	40	2316
11.00-11.30										A	29.2	47	2552
11.30-12.00										A	26.5	48	2316

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NETWORK INFORMATION SERVICES